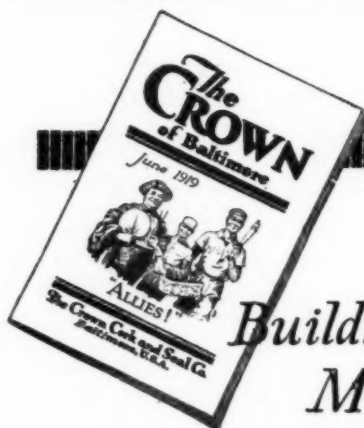


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CVIII, No. 7 NEW YORK, AUGUST 14, 1919

10c A COPY



Building a Trade Magazine

SOME time ago the Crown Cork and Seal Company, originators of "The Crown of Baltimore", that little tin and cork disc that revolutionized the bottling industry, invited Advertising Headquarters to start a revolution in its advertising methods.

Among other things we have helped to do for this client we are glad to cite the development of *The Crown of Baltimore*, his house organ.

Since January 1919 it has grown under our guidance from a formal booklet into a lively magazine with service

features and a national system of special and trade correspondence.

"The little book," as its readers refer to it affectionately, now enjoys front rank in interest, circulation and influence among trade publications of the bottling field.

Its value as a sales medium for the client has naturally grown in proportion to its increase in general interest to bottlers.

As an instance of the type of service that stands ready to do the unusual we are proud of *The Crown of Baltimore*.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Ask Other Advertisers

If we seem like a biased party in our enthusiasm for the farmers' great wealth, and THE STANDARD FARM PAPERS as the most effective means of tapping it, ask some of the many concerns who are now backing their belief in the farm field by the investment of large sums in THE STANDARD FARM PAPERS every year.

Let us give you a list of advertisers to consult, they speak out of experience.

The Standard Farm Papers

(Over 1,000,000 farm homes)

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Farmer, St. Paul
Established 1882

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

Pacific Rural Press
Established 1870

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVIII

NEW YORK, AUGUST 14, 1919.

No. 7

Business Is Stunted by Underestimating Sales Possibilities

Keener Vision—Imagination—May Lead to Unthought of Sales

By W. R. Hotchkin

Ten Years Advertising and Sales Manager for John Wanamaker, New York

SOME years ago the advertising agency with which I was associated secured the account of an automobile concern whose output on its largest previous year was 7,000 cars. If we had solicited the account with the promise of doubling the sales, we might not have secured the account, for the owners might justly have thought that we were too eager to make rosy promises to be good business men.

As a matter of fact, the next year's sales were five times as great as the largest preceding year!

No man would have dared to prophesy such a fabulous increase; for no man would have believed such an increase possible.

A very similar thing happened in a New York retail store. We made a special feature of aluminum wares—making necessary merchandise plans and exploiting them in the most aggressive way that they had ever been advertised. The result was that more aluminum wares were sold in a single month than any store had ever sold before in a whole year!

The manufacturer who thinks he knows the sales possibilities of any commodity is simply working from knowledge of methods of the past. The sales manager who makes up his list of quotas

from past sales is of an unduly contented disposition.

If there is any commodity under the sun that is not susceptible of larger than normal increase sales, its appeal is indeed limited, and its possibilities of usefulness are most restricted.

One of my earliest experiences in the development of promotion was in a contest announced by a manufacturer who thought his commodity was hopelessly restricted in this manner. He was a manufacturer of dress linings. The retail sales of his goods were largest during four or five months of the year—when women were making up new dresses for summer or winter. In the hope that some means might be discovered to extend the spring lining season for another month, this manufacturer announced a prize of \$100 for the best plan to "Increase the Sales of Linings in the Month of May."

Stores could not impel women to buy linings to lay away for several months, without price sacrifices that would have meant loss; also, linings were such a staple commodity that it would only mean the loss of profit-bearing sales for the coming fall, to sell them in that manner. Also, to sell more linings, the store would have to increase its sales of dress fabrics in the same pro-

portion—for linings were used only with dress goods and silks.

My first thought on this matter was that I would have to discover a new use for linings. As the absorption of linings was so restricted for their regular use, this was the only way out.

My suggestion—which won the prize—advocated a new use for linings, and told in detail what to sell them for; how to show the people the way to use them, and then to offer a prize to people who executed the best results.

My suggested new use was for the making of porch and hammock cushions—instead of the more expensive silk cushions used indoors. The linings were in beautiful and lustrous colorings, and I suggested decorating them with bold designs of sunflowers, crescents, fleur-de-lis, etc., which could be cut quite easily from lining in a contrasting color from the body of the cushion and applied in easy and simple manner, producing a very artistic effect—thus making inexpensive cushions that were quite good-looking and most appropriate for their use.

Stores were directed how to put on the contest and offer a prize of \$5 in gold for the handsomest cushion, with smaller prizes for several other winners.

The idea was used with wide success. My own store made a big success of the plan, and a very interesting store feature.

Now there is scarcely any other commodity so restricted in its appeal and possibilities as linings. If the manufacturer and his sales manager do not look beyond the old routine of sales promotion, and never originate any new advertising or selling plans, the old commodity will sell along in the same old way, and, if it is so good that the public demand it, the sales may increase in a healthy way from year to year. But, with a commodity as good as that, a new plan, with new advertising and more aggressive promotion at every point, might

easily multiply its sales many times.

The country is full of owners of little businesses who are happy and contented because they are making a profit of \$25,000 to \$50,000 a year, when they might be making profits in the hundreds of thousands and millions, if their businesses were intelligently developed and promoted!

There are hundreds of communities in the United States that are restricted in their progress, because their little industries are controlled by contented and easily satisfied men!

WHERE THERE IS NO VISION

The other day—July 22, 1919—Samuel Colclesser died in the little town of Eldorado, Penn. He had lived all his life in the house in which he was born. He succeeded his father in the business of making axes and other edge tools of a quality probably the best made in America, if not in the world. The Colclesser quality has been known by many users of tools for three-quarters of a century. The United States Government knew Colclesser quality and used the knives and axes made by Colclesser Brothers in the forestry service, and sent bolos made by them to the Philippines. Their hunting knives and edge tools are sent all over the world, to men who know about them. Pennsylvania railroad employees who wanted the best tools always bought Colclesser tools. Samuel Colclesser was considered one of the best experts in the world on the tempering of steel and the making of edged tools from steel.

But did you ever hear of him before?

Did you ever see a tool made by Colclesser Brothers?

I am wondering if Samuel Colclesser ever made a net profit of \$50,000 in any year of his life. I am wondering if his fortune will not be found limited to a few hundreds of thousands of dollars.

There was an industry that

*Yes it can be done
aesthetically. See
September
Cosmopolitan
pg. 158*

— An American
Tobacco Company
Advertisement



THE H. K. McCANN COMPANY
Advertising

61 Broadway, New York

CLEVELAND • SAN FRANCISCO • TORONTO • MONTRÉAL

should have been ten times as large as it is—perhaps a hundred times as large. It should employ ten times as many workers as it does, at least. It should have been ten times as valuable to its community as it was. It should have provided that good and philanthropic man, Samuel Colclesser with many millions of dollars for him to give to the charities that he loved to help, even if he did not want any more money for himself or for his family than he made.

But, if Colclesser Tools were ever advertised I never heard of the fact, and his shop was just outside of my own old home town.

What a pity—what a pity—that the world should not have been told more about Colclesser Brothers and their splendid tools. Millions of people have been paying the same prices for axes and edge tools of vastly inferior quality because Colclesser tools were not exploited and produced in vastly larger quantities.

How different is the case of the Trimont Mfg. Co., which makes nothing but monkey wrenches. Most manufacturers would refuse to advertise, if they made nothing but monkey wrenches. But this concern was brought to believe that people would buy "Trimo" wrenches if they were told about them. To-day Trimo wrenches are famous among mechanics, and the little business is growing into a big national success, started by local newspaper advertising of Trimo wrenches in New York. This advertising is also a public service; for it lets people know what to ask for when they want a good wrench. They no longer have to take "just anything."

The great mistake of most manufacturers is to estimate the "possible absorption" of their commodity, in any market. Of course, the laws of physics tell us that water will absorb its own volume of carbon dioxide, under ordinary conditions. And some men would let it go at that. But

physics also tells us that it will absorb double its volume at two pressures of atmosphere, and more according to the pressure applied.

So, when the market absorbs the production of a given product, it only indicates what will be absorbed under the present pressure. It is just as true of almost any given product, as it is true of water. If the market has any affinity at all for a commodity, its absorption by the market may be increased to any degree desired, if the added production and advertising pressure are applied to it.

The manufacturer who to-day thinks that he is producing all of his commodity that the market will absorb, is probably standing in his own way and restricting the output of his factory as well as the prosperity of his workers and the progress of his community.

FIELDS WHERE ONLY THE SURFACE HAS BEEN SCRATCHED

These are a few of the things to think about, when considering whether your sales might not be increased:

1. How many people do not buy my product at all? How can I reach them more directly?

2. How many people buy only one of my product, when they might find good use for two or more? How can I prove it to them?

3. What other ways can my commodity be used, than those in, or for, which it is now commonly used? How shall I best explain this to the public?

When women used talcum powder on their faces only, the sales volume was small. More was sold when they began to use it on neck and breast, and vastly more when many used it over the entire body, after a bath, or instead of a bath!

Then men began to use talcum after shaving, and they also grew into the habit of using it all over the body, after a bath. Thus the volume sold grew with the

16,427 LINES OF FOOD ADVERTISING

NEEDLECRAFT MAGAZINE carried 16,427 lines of Food Advertising during 1918. The year 1919 already promises a 50% increase.

The million American Housewives who pay yearly in advance for this magazine are the actual purchasing agents for *One Million Homes*.

They buy not only foods but everything else for home consumption, and—

One Woman Tells Another



Member A. B. C.

added users; but still more widely with the added uses.

To-day think of how many homes have one pair of scissors, when they would be more conveniently equipped if they had three. Think of the homes where two or three men use the same safety razor! An unwholesome and unprofitable condition.

Think of the men and women who worry every week because their garments don't get back from the laundry soon enough—when the only thing wrong is that they don't have enough garments to get along with between launderings and so worry all their lives, for the lack of a small investment.

Think how many homes have no fire extinguisher in them—no step ladder—no gas tongs: Think of the men who have no humidor to keep their cigars right. Think how many rusty old suit cases and hand bags are doing poor service—that their owners should be ashamed of them.

Now let's get right down to your commodity—

You have most of the statistics. Why can't you sell more goods? Is the commodity made right, or could it be improved and the improvement made a big talking point? Is your advertising the best possible, or could it be improved? Could it get more attention? Could it be made more interesting—more convincing?

How can you make people feel that they just can't get along without it another day?

That is the point to concentrate on!

How often do *you* do it?

How often do your sales manager and your advertising manager and your advertising agents concentrate on that problem?

To be merely making a gain of ten to twenty per cent may be putting off progress until the next generation! Why not do the big thing now? There never was a time in the history of the world when opportunity was so wide open as now. This is not

the time to increase your business one or two tenths; but to increase it one, or two or four or five times!

More intelligent thought. More merchandising and advertising pressure; and, if your commodity is a real public need, you can forget old quotas and jump forward to the real possibilities of the increased sales of your product.

American Writing Paper Co. Has Numerous Changes

Important changes in the administrative and sales staff of the American Writing Paper Company, Holyoke, Mass., were made on August 4. These changes have been reported as follows:

Carl E. Lincoln, formerly general manager of the Peninsular Paper Company, Ypsilanti, Mich., will be general sales manager, assuming the position vacated by John T. Wolohan, who has been made vice-president.

Harry W. Alexander, who has been with the company during the past eighteen months as assistant to the president on sales, has been made full assistant to the president on all matters pertaining to sales, production and administration.

R. R. Campbell, formerly assistant to the president on production, has been elected a vice-president of the company.

Fred W. Hastings, Jr., R. D. W. Ewing, L. R. Coppage and H. C. Jamerson are new additions to the sales force.

Walter Righter, formerly advertising manager of the A. M. Collins Manufacturing Company, Philadelphia, has become promotion manager of the cover, book and specialty lines.

George Heintzemann is now with the company in an advisory capacity.

W. H. Lewis, formerly assistant sales manager, eastern division, of the Ajax Rubber Company, Inc., New York, is now with the sales department.

Starbuck With Partola Mfg. Co.

John Starbuck, formerly manager of the promotion and merchandise service department of the *Evening Journal*, New York, has been made advertising and sales manager of the Partola Manufacturing Company, and of the Hunyadi Janos Corporation, New York.

Carwardine With "Woman's World"

Arthur Carwardine has become a member of the advertising department of *Woman's World*, Chicago. He was formerly advertising manager of the Douglas Company, Cedar Rapids, Iowa.

Brooklyn has about
400,000 homes.

What have you to
sell that goes into
a home?

How many of these
400,000 Brooklyn
homes contain
your product now?

Here is a concentrated
market, and all of the
Standard Union circu-
lation is concentrated
in Brooklyn.

Where Capital and Labor Meet on Common Ground

Five Fundamental Points of Agreement

By Otto H. Kahn

[EDITORIAL NOTE: In view of the present acute interest in the subject, the following views of a leading banker and thinker on industrial relations as originally printed in *Banker's Magazine* are of the greatest interest. In sending *PRINTERS' INK* a copy of these principles, Mr. Kahn says: "[I fully agree with you that all constructive ideas on the subject of the relationship between capital and labor should receive careful attention and wide publicity.]"

1. *The workman is neither a machine nor a commodity. He is a collaborator with capital.* (I do not use the word "partner," because partnership implies sharing in the risks and losses of the business, which risks and losses labor does not and cannot be expected to share, except to a limited extent and indirectly.) He must be given an effective voice in determining jointly with the employer the conditions under which he works, either through committees in each factory or other unit, or through labor unions, or through both. Individual capacity, industry and ambition must receive encouragement and recognition. The employer's attitude should not be one of patronizing or grudging concession, but frank and willing recognition of the dignity of the status of the worker and of the consideration due to him in his feeling and viewpoints.

Everything practicable must be done to infuse interest and conscious purpose into his work, and to diminish the sense of drudgery and monotony of his daily task. The closest possible contact must be maintained between employer and employee. Arrangements for the adjustment of grievances must be provided which will work smoothly and instantaneously. Every feasible opportunity must be given to the workman to be informed as to the business of which he forms a part. He must not be deprived of his employment with-

out valid cause. For his own satisfaction and the good of the country, every inducement and facility should be extended to him to become the owner of property.

Responsibility has nearly always a sobering and usually a broadening effect. I believe it to be in the interest of labor and capital and the public at large that workmen should participate in industrial responsibilities to the greatest extent compatible with the maintenance of needful order and system and the indispensable unity of management. Therefore, wherever it is practicable and really desired by the employees themselves to have representation on the board of direction, I think that should be conceded. It would give them a better notion of the problems, complexities and cares which the employer has to face. It would tend to allay the suspicions and to remove the misconceptions which, so frequently, are the primary cause of trouble. The workman would come to realize that capitalists are not, perhaps, quite as wise and deep as they are given credit for, but, on the other hand, a good deal less grasping and selfish than they are frequently believed to be, a good deal more decent and well meaning, and made of the same human stuff as the worker, without the addition of either horns or claws or hoofs.

2. *The worker's living condition must be made dignified and attractive to himself and his family.* Nothing is of greater importance. To provide proper homes for the workers is one of the most urgent and elementary duties of the employer, or, if he has not the necessary means, then it becomes the duty of the State.

3. *The worker must be relieved of the dread of sickness, unemployment and old age.* It is ut-

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The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers



Day and Night
Service
All the Year
Around

*One of the Largest and Most Completely Equipped
Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color
Presses, Rotaries. Usual Binding and Mailing Facilities, also
Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a **large or small Catalogue or Publication** to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

*We ship or express to any point
or mail direct from Chicago*

**Make a Printing Connection with a Specialist and
a Large and Reliable Printing House.**

Business Methods and Financial Standing
the Highest

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

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**Catalogue and Publication
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Polk & La Salle Streets

CHICAGO, ILL.

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CHICAGO

The Central Location for Printing and Publishing

terly inadmissible that because industry slackens, or illness or old age befalls a worker, he and his family should therefore be condemned to suffering or to the dread of suffering. The community must find ways and means of seeing to it, by public works or otherwise, that any man fit and honestly desirous to do an honest day's work shall have an opportunity to earn a living. Those unable to work must be honorably protected. The only ones on whom a civilized community has a right to turn its back are those unwilling to work.

(Some may regard certain of the foregoing suggestions as closely approaching Socialism. I believe, on the contrary, that measures of the kind and spirit I advocate, so far from being in accord with the real Socialist creed and aim, would be in the nature of effective antidotes against Socialism and kindred plausible fallacies.)

4. *The worker must receive a wage which not only permits him to keep body and soul together, but to lay something by, to take care of his wife and children, to have his share of the comforts, joys and recreations of life, and to be encouraged in the practice and obtain the rewards of thrift.*

5. *Labor, on the other hand, must realize that high wages can only be maintained if high production is maintained. The restriction of production is a sinister and harmful fallacy, most of all in its effect on labor.*

The primary cause of poverty is underproduction. Furthermore, lessened production naturally makes for high costs. High wages accompanied by proportionately high cost of the essentials of living don't do the worker any good. And they do the rest of the community a great deal of harm. The welfare of the so-called middle classes, i. e., the men and women living on moderate incomes, the small shopkeeper, the average professional man, the farmer, etc., is the welfare of the wage-earner. If through undue exactions, through unfair use of his power,

through inadequate output, the workman brings about a condition in which the pressure of high prices becomes intolerable to the middle classes, he will create a class animosity against himself which is bound to be of infinite harm to his legitimate aspirations. Precisely the same, of course, holds true of capital.

Fancy Drinks Come High in New York

Soft drinks, bought in New York hotels, are disguised both in name and the prices asked. The "World Retailer," published by the New York World, prints price lists of Delmonico's, Mouquin's and the Hotel McAlpin soda fountains, incidentally remarking that the so-called cocktails, cordials, etc., are "a sad disappointment to the customer who expects to find something resembling the old satisfaction of the genuine liquor."

The McAlpin bill-of-fare, neither the highest or the lowest in prices, is as follows:

Cocktails	
Orange 25	Grenadine 25
White Horse 25	Pineapple 30
Rose 30	
Rickeys	
Grape Juice 25	Orange 30
Loganberry 30	Cider 30
Grenadine 25	
Fizzes	
Lemon 25	Orange 30
Pineapple 30	Lime 30
Chocolate 35	Loganberry 30
Punches	
Egg Punch 35	Grape Juice 35
Loganberry 35	Chocolate 40
Grenadine 35	Pineapple 40
Lemonades	
Plain 25	Grape Juice 35
White Rock 35	Soda 30
Orangeade 35	Florida Special 45
Seltzer 30	Egg 45
Orange Lily 45	
Horses Neck 35	Imported 45
Soda Cocktail 30	
High Balls	
Grenadine 30	Grape Juice 30
Loganberry 30	

Braun Heads Pittsburgh "Post" and "Sun"

A. E. Braun has been elected president of the Post Publishing Company and the Sun Publishing Company, Pittsburgh, succeeding the late T. H. Given. For six years Mr. Braun has been general manager of these companies, which office he will continue to fill. Other officers elected are J. E. Trower, vice-president, who is in charge of the advertising of the *Post* and *Sun*; H. H. King, secretary, and C. H. Irvin, treasurer.

Introducing— THE POSTER "EXTRA"



WATERMAN "PEACE" POSTER DISPLAYED ON THE BILLBOARDS IN SOME INSTANCES BEFORE THE SIGNING-OF-PEACE EXTRAS WERE OUT

Official signing of Peace

announced by Waterman "Peace" Poster in cities throughout the country *before* "News Extras" reach street—

A striking Example of

- the flexibility of the Poster
- the value of an idea
- the result of co-operation
- THE SPEED AND THOROUGHNESS of NORDHEM SERVICE

IVAN • B • NORDHEM COMPANY

Poster Advertising in the United States and Canada

8 West 40th Street

New York City

Bessemer Building

Pittsburgh, Pa.

Offices in Chicago and Minneapolis

Canadian Representative:

THE WADSWORTH-NATHANSON CO., TORONTO, CANADA

Collier's

THE NATIONAL WEEKLY

Collier's



Hauling Goods at Passenger Speed —the Tire for the Job

25 Miles an Hour

Hauling goods at passenger speed is, in the forward march of this new industrial age, a desperate factor in the expansion of a business. With the speed that we have built for fast hauling, trucks are traveling twice the distance they formerly did, thereby adding an immense distance to the trading area of their owners.

Double-Quick Service

In many quarters where Miller Tires are used, the trucks are making service twice as prompt, or, where they are making double the number of deliveries, they saving the average car one delivery every half hour.

Protects Fragile Goods

The Miller Heavy Duty Cord Tire is accumulating these facts not only because it is built for speed, but because its wonderful design cradles the truck and the load, and protects all manner of fragile goods from excessive vibration.

Miller
MAKES YOUR BUSINESS
GETTING BIG RESULTS
Faster



Being built of thousands of cable cords, knitted here on layers of new live rubber, these tires grip and take, as they roll on various ground, accumulating shocks and making the truck ride with the ease of a passenger car.

10% to 25% Less Gasoline

As compared with the solid tire the millions Miller Cord tires save from 10 to 25 per cent and more in the gasoline consumption, and also hourly cut down truck depreciation and repairs.

Long Distance and Uniform

The wide adoption of Miller Tires for truck service is partly due to their all-weather and safety in snow, slush, mud and gravel on the Road. Coming from the Miller Tires are all long distance runs, even because Miller tires are named to a championship standard and do not vary.

The Miller Rubber Co.

Dept. A-100, Akron, Ohio

Wholesaler of Miller Tires: The Miller Rubber Co.

Also Miller Tires: The Miller Rubber Co.

Also Miller Tires: The Miller Rubber Co.

Also Miller Tires: The Miller Rubber Co.

More Than a Million a Week

Miller Tires and Collier's

*The Miller Rubber
Company has used
m o r e s p a c e i n
Collier's than in any
other general publi-
cation to advertise
Geared-to-the-Road
Tires.*

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a ~~Week~~

Do You Want Windows in Baltimore?



Windows such as this can do you a lot of good in Baltimore and most Baltimore dealers are ready to co-operate in this way with a campaign in the NEWS

IF window displays go good with your proposition you can count on these and other forms of enlightened dealer-interest—*independent* of a larger consumer-interest—if you place your campaign in *The NEWS*. While we do not actually go out and arrange for window space for any manufacturer, many advertisers have found remarkable effectiveness in a mere notice from us that so-and-so has contracted for so many thousand lines of space in *The NEWS* with ads of such-and-such size to appear on dates specified.

Needless to say notices of this kind have been of such frequent occurrence that dealers have learned to gauge the adequacy or inadequacy of a campaign and regulate their efforts accordingly. While we want all sizes and classes of legitimate campaigns in *The NEWS* and will do our best to make each a paying proposition, it has been our observation that dealers respond more effectively to the smashing full pages in which their names are featured.

As a matter of *SERVICE* to intending purchasers (if your products are new in Baltimore) publish at least once, if possible several times the names of your dealers. Adequate size for large lists—as well as increased effectiveness for your advertising—is best provided by concentrating your campaign in

The Baltimore News

Largest Circulation of any Baltimore Paper

It Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Does the Public Like a Lot of Reading Matter in Ads?

"Jackson," the Ex-Newspaper Editor, Remarks upon the Department Store Type of Advertising Page

By Frank H. Williams

"**H**AVE you ever noticed," questioned Jackson, glancing up from the newspaper he was reading, "how distinctly different in character department store advertising is from national advertising?"

"Well, not particularly," I replied. "How do you mean 'different'? Just where does the difference come in?"

"Well," went on Jackson, "look at this newspaper. Here are three full page department store ads and about four or five smaller department store ads. Every one of them is jammed to the limit with reading matter and prices. In this one page ad of the Bigg department store are short items about everything from beads to groceries, shoes to toilet requisites. The articles advertised, according to the announcement, are to be found in various localities through the building from the bargain basement to the new restaurant on the top floor.

"Illustrations, you'll notice, take up but mighty little of the space on the page. Mostly the ad is reading matter—good, solid reading matter and lots of it.

"But now look at this monthly periodical with all its national advertisers. Each page ad is well gotten up and is attractive. Fully ninety per cent of them are illustrated with pictures that run all the way from a quarter page cut to a full page. Plenty of white space is evident. Reading matter is kept down to the minimum so that nowhere is there a single superfluous word.

"And, here's the most important difference of all—I can find but two or three ads in this whole big magazine that make a drive on more than one article, or that tackle more than one sales argu-

ment! Do you think any department store would get very far if it followed these national advertiser principles consistently? Can you imagine a department store regularly using a whole newspaper page for the exploitation of one single department or line of goods a day?

"And here's another thing," Jackson went on. "A couple of the ads in this magazine are devoted to a discussion of 'the spirit behind this business' and 'why we are leaders.' I'd like to see a modern department store try that line of copy in all its ads for a while, just to see how quickly something heavy fell on it. While this particular store was explaining to newspaper readers why the public had confidence in the store or why it was the leader, or something like that, the opposition would be getting down to brass tacks and putting over some snappy ads calling attention to white goods sales and special prices of neckwear and crockery and would be coping all the business!"

SAYS READERS WANT INTEREST PROLONGED IN THE ADS

"Then your idea," I suggested, "is that national advertisers should take a hint from the department stores and jam a lot of reading matter into their ads and should be as definite and specific as department store advertising instead of talking about intangible things like 'spirit' and 'force' and that sort of stuff?"

"That's about my idea," Jackson explained. "The emphasizing of the spirit behind a business may be all right at times, but if I were paying for the paper on which it was printed I'd discard such an ad as that and run in a

lot of interesting stuff I'd know the folks would be interested in, instead. There's no getting away from the fact that people like to read. They not only like to read but they like to read long things—serial stories, novelettes, long short stories. Short stuff is all right for fillers but it can't take the place of the longer stuff in either newspapers or magazines, nor can it ever reach the dignity and pulling power of the long stuff. People buy a magazine because it has a long story by some well known writer, or a serial story that promises to catch and hold their interest. They do not buy a magazine because they'll find a couple of humorous pieces or bits of verse in it. When they are going in for humor or verse they buy magazines that are filled up completely with that sort of stuff—so completely that the purchaser can entirely satisfy his craving for that form of literature.

"The same thing holds true with newspapers. You never find a newspaper telling the big story of the day in the proverbial thirty words necessary for the telling of the story of creation. The big story could probably be told in that short space by a good advertising copy writer used to condensing and codifying and eliminating all unnecessary words, but the newspaper editor knows that people will want to read a lot about the big story, so he spreads it over column after column. He doesn't display it attractively, or use a lot of white space to set it off; he jams in just as much reading matter about that particular story as he can possibly get in because it's for this reading matter the public is buying his paper.

"Not only in the news articles but in editorials and features the successful newspaper runs to lots of reading matter. The editorials that are most widely read, commented on and quoted in a community or state are not short, pithy, well-turned single sentences, but long, half column or

column grinds. The most successful newspaper features are not tiny little affairs that can be grasped at a glance, but are long, day-to-day serials like 'My Experiences as a Wife' or 'How to Keep Healthy.'

"It would be possible, of course, to condense one day's story of 'My Experiences As a Wife' into fifty or a hundred words and to make an attractive quarter page or half page layout of the resultant 'punch' story and to run the installment in this shape. But what newspaper would make a success of it? It would attract and hold the reader for a moment or two and then be forgotten. On the other hand the half column or column daily story about Friend Wife takes time to read, gives the reader something to think about and is remembered for some time after being read. No newspaper editor is afraid of distributing the reader's interest over a wide variety of subjects. The more interesting things he can jam into his paper, the better editor he is. And, of course, the same thing holds true of the magazine editor.

"Now, to my mind, this is the principle upon which department store advertising is conducted. The department stores go on the idea that every reader of the paper is a possible customer—that if the reader isn't interested in refrigerators he may be in carpet sweepers, so the changes are rung on every single line of goods carried by the store. Every day things are dished up attractively in new form with plenty of reading matter about them to give the reader something definite to think about.

THE PURPOSE IN NATIONAL COPY

"Of course, national advertisers also consider every reader as a possible customer, I suppose. But, to my mind, national advertisers do not design their ads from the same angle as do department stores or from the same angle that newspaper and magazine editors get out their papers.

With the national advertiser the idea, as a general rule, seems to be to use a rifle instead of a shot gun. It seems to be the idea to try to get over one single sales argument, one single point of interest, instead of running in a lot of interesting items among which one might possibly get over. It seems to be the idea to express this one dominant thought in the ad in the headline and to hew strictly to this headline in the copy. With comparatively few exceptions it strikes me that national advertisers consider a diffusion of interest in their ads as a cardinal sin.

"Of course there are a number of deep-lying reasons why national advertisers fight shy of a diffusion of ideas and extensive reading matter in their ads. One of these is the idea that an ad, to be effective, must 'hold together.' I doubt very much whether the necessity for 'holding together' an ad is as vitally essential as it is considered. Department store ads do not hang together in the sense in which that phrase is usually accepted among advertising men. Department store ads seldom boast of elaborate lay-outs and art work designed to make them a unit. In fact they are usually a bunch of small ads grouped together on one page with only the name of the concern at the top and bottom of the page to hold them together. And yet, of course, as consistent result getters department store ads stand in the front rank of all advertising. Another reason why national advertisers demand a single dominant thought in their ads is, to my mind, the prevalent idea that you've got to get your message over quick.

"Why the necessity for speed? Most people buy magazines because they have quite a little time to kill. They are in the mood for reading a lot of stuff, not getting a short impression from one ad and an equally short impression from another ad. They're going through the magazine to find

something interesting to read—something that will hold their attention for more than a mere minute or two and that will give them something to think about after they're through reading it. They'll read anything that looks interesting—fiction, article, verse, or ad. If an ad looks different, looks interesting and attractive they'll read it, particularly if it's long enough to look as though it has a real message of interest or worth to give the reader.

A MAGAZINE ADVERTISEMENT, AS JACKSON WOULD HAVE IT

"Let me give you a concrete example of what I have in mind," Jackson went on. "We'll suppose that I am making canned goods. I have canned peaches, canned tomatoes, canned beans, canned corn and so forth. I start a national advertising campaign with a page in all the leading periodicals. On this page I run a lot of little items, some of them boxed, some with headlines, some without headlines, but all grouped and arranged on the page to look interesting and readable. In these items I tell a lot of things about my plant and my goods—giving a separate item to each distinct idea. I tell how many cans I use a day, how many of my employees have come to use my goods voluntarily, interesting recipes that users have made up, where the food I can come from, methods of keeping my products thoroughly sanitary, how the business was started and how it has grown, what to do if your grocery hasn't my brand, cheap menus featuring my products, how I use my products in my own home, and so forth.

"I don't use a whole page just to advertise one feature—such as cheap menus featuring my products or the interesting recipes users have framed. I jam all the stuff into one page. I use a shot gun instead of a rifle. Of course there is diffusion of interest in my ad and a lot of reading matter, too. No one just glancing at it hurriedly will get much out of it, but I'll bet a silk hat against a package of cigarette papers that

my ad would bring in nice, large, juicy bunches of business.

"There's a lot, to my mind," Jackson went on, "that national advertisers can learn from department store advertising and other sources about pulling power not being wholly dependent upon the brevity and force of the message. Look at the mail-order catalogues, for instance. They sure pull big. And look at the way their pages are jammed with various items! Look at the quantities of things they tell you about the various articles! They don't try to sell you by getting over one good sales argument—they sell you by telling you everything you want to know about the article you are thinking of buying.

"Believe me," Jackson concluded, "I have great faith in the power of the printed word—if there are enough words!"

"You're a firm believer in giving the people plenty of reading matter, all right!" I declared.

"I'm a firm believer in giving them what they want!" ejaculated Jackson as he picked up a thick magazine and plunged into the novelette featuring the issue.

New Zealand Advertising Man Dead

John Ilott, founder of the J. Ilott, Ltd., Advertising Agency, Wellington, New Zealand, who died on June 4, was one of the pioneer advertising men of Australasia.

He was born in Ireland in 1852, and went to New Zealand in 1883. After a short period as managing editor of a provincial newspaper, he went to Wellington as assistant manager of the *New Zealand Times*, which position he relinquished in 1892 to become North Island managing agent for several New Zealand newspapers, and eventually established the general advertising agency which to-day bears his name.

Canadian Bureau for Publishers Established Here

Lieut.-Col. John A. Cooper, a past president of the Canadian Press Association, a former editor of the *Canadian Magazine* and founder of the *Canadian Courier*, has been made a special representative of the Canadian Government. He has established a bureau of information in New York, which will be available to American writers and publishers.

Air Taxis Advertised in Philadelphia

AN advertising campaign to merchandise an "air taxi" service has been launched in Philadelphia.

Heretofore airplanes have been used largely to advertise themselves, and airplane service has been the medium through which various commercial organizations have been advertised.

But in this case advertising with a real merchandising policy back of it has been called in to sell rides in airplanes, marking the advance in the selling of such service beyond the mere advertising card period.

The advertising of the Roosevelt Boulevard Flying Field is appearing in the Philadelphia newspapers, with the sales appeal based upon the growing popularity of air trips combined with the "safety first" policy of the advertisers.

The copy is calculated to "put over" the popularity idea in two ways. From the text under the caption, "Everything Is Up in the Air Now," the reader gathers that it is no longer necessary to be personally introduced and vouched for before some king of the air before a flight may be arranged. He is told that the air taxis are on a regularly commercialized basis, making flights at standard rates, and all the prospective passenger has to do is pay from \$15 upward, and a flight is assured.

To overcome any bashfulness or embarrassment on the part of the prospective passenger, the copy goes on to tell the various city officials who have gone up from the field, and announces the numerous flying appointments that other prominent men have made.

The field is busy from 10 A.M. to 8 P.M., and intercity flights to New York, Washington, and other points may be arranged without any lost motion or undue time. For those who merely wish to climb out of the torrid city stratum a few minutes for a breath of cool air, there is a minimum flight of 15 minutes for \$15.

Philadelphia

Beat July Building Record

*Completed Constructions Here
\$6,281,930 More Than
Highest Figure.*

Building work started in Philadelphia this month has an aggregate completed construction value of \$6,281,930 greater than that for any previous July.

There were 917 permits, for 1,560 operations, taken out at the Bureau of Building Inspection. The value figure compares with \$1,137,745 for July last year, \$5,195,365 for 1917, and \$3,101,385 for 1916, the year before the United States entered the war against Germany.

In the first seven months this year the bureau granted permits for \$28,264,920 worth of building, distributed among 8,565 operations. The valuation figures for the corresponding period in recent years were: 1918, \$10,269,830; 1917, \$25,726,585, and 1916 \$28,155,105.

Itemization of the current July report includes 638 two-story dwellings, valued at \$3,150,300; 74 three-story dwellings, \$810,300; 7 factories, \$347,500; 92 garages, \$232,770, and additions, alterations and repairs to present buildings, \$1,233,435.

is a very active market for Building Supplies

Home and factory building and construction is going forward with a rush in Philadelphia.

War-time scarcity of houses has led to the formation of many Tenant's Associations, one of them alone planning to put up 6,000 dwellings.

Building construction, alterations, enlargements, renovations, refurnishing and painting are the order of the day. 411,583 buildings of all kinds are now in Philadelphia. Thousands more are under way.

Are you going after any of this Philadelphia business?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

*Net paid average
for July*

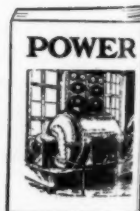
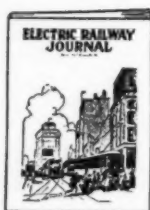
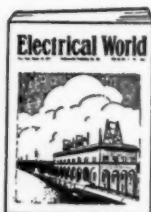
455,112 *Copies
a day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."

How many million dollars purchased each year who are responsible

- the nation's metal mines
- the nation's coal mines
- the nation's electric light,
power and transportation.

These men are the readers of the
McGraw-Hill group.



*Think of Them
as a Unit*

McGraw-Hill

Tenth Avenue at
New York

dollars' worth of belts are
 each year by *the men*
 responsible for

—the nation's great mechan-
 ical industries

—the nation's great construc-
 tion enterprises.

Next Week — a message from
*Chemical and Metallurgical
 Engineering.*



Hill Company, Inc.

at 36th Street
 New York



*Buy Them
 as a Group*

July Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of July, 1919:

Automobiles - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 62,663 lines.		6 days against 6
Next highest score, 47,703 lines.		
Books - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 7,482 lines.		6 days against 7
Next highest score, 4,988 lines.		
Clothing - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 119,626 lines.		6 days against 6
Next highest score, 107,952 lines.		
Department Stores - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 234,215 lines.		6 days against 7
Next highest score, 159,486 lines.		
Educational - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 16,338 lines.		6 days against 6
Next highest score, 14,917 lines.		
Furniture - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 23,840 lines.		6 days against 6
Next highest score, 9,018 lines.		
Groceries - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 45,105 lines.		6 days against 6
Next highest score, 43,505 lines.		
Hotels and Restaurants - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 5,727 lines.		6 days against 6
Next highest score, 4,777 lines.		
Jewelers - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 6,319 lines.		6 days against 6
Next highest score, 5,293 lines.		
Musical Instruments - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 21,668 lines.		6 days against 6
Next highest score, 15,713 lines.		
Total Display Advertising - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 805,899 lines.		6 days against 6
Next highest score, 719,382 lines.		

In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

Figures furnished by Advertising Record Co., an independent audit service
subscribed to by all Chicago newspapers)

Pointing Out the Product in New and Better Ways

Clever Devices That Are Being Employed to Emphasize the Article Advertised

By a Commercial Art Manager

EVERY advertiser has one weakness which can be made his strength: whatever is done for him in his illustrations, he insists upon putting his product where there is not the slightest opportunity of its being overlooked.

He admits that he bends away over when it comes to this. The mere showing of it, reproducing it in facsimile, as a part of the design, is not quite sufficient.

If you manufacture an article, grow up with it, have all your money invested in it, see competition increasing and have that piece of merchandise talked and ground into you by word and by machinery, six days a week, you may have the same viewpoint.

The accessories may be very pretty and the story they tell necessary, but—bless his old heart—he does want you to hang an extra bell on the thing advertised.

For a long, long while, this was accomplished in a quite obvious manner. A figure pointed to it. We can remember when at least one-third of the advertising illustrations used contained people index-fingering the main issue. And they grew mighty tiresome, too. Then came a black plague of arrows, of all possible shapes and sizes.

The validity of the manufacturer's demand seems to be safe and sound. It is wise to lift the product out of its maze of type

and picture, and concentrate attention upon it. That's common sense. When a sale is made in a store, you can be sure that the salesman focuses your attention on the goods. He talks over and around and into it. It's about the only thing you see. If the store accessories were so brilliant and

Eversharp Sold Everywhere Used Everywhere—and Why

"Just by these slender measurements" is still a mere formal advertising phrase as applied to Eversharp, the wonderful pencil that is always sharp—never sharpened.

Such a statement means exactly what it says. For Eversharp has established a name round the world unique in the entire realm of pencils. You find it on sale at the great city store and small country shop alike. Eversharp dealers are an enthusiastic, well-worn lot. And, wherever writers gather—on the train, at the desk in the office, "board ship," or in the schoolroom, there you will see Eversharp pointedly making its way to the best of hands. You know this to be so, for you see Eversharp everywhere.

THE WAHL COMPANY,
American Agents, 1000 North Dearborn, Chicago, Ill. U.S.A.
SOLE IMPORTERS FOR THE UNITED STATES OF AMERICA
Eversharp is a registered trademark of The Wahl Company, Inc.



Eversharp carries eighteen inches of lead, over 3/4 for a quarter million words, and provides a clean point for every word. Every stroke is used as it should be used—for actual writing—no waste.

A quarter represents the lead supply—enough for another quarter million words—ten thousand words are cut. Filled in a puff. There's an out-of-sight eraser, and a built-in pocket clip too.

Made with powder precision and heavy metal and out. In various lengths, for pocket, case, or lady's bag. From \$1 and up. If your dealer should be out of Eversharp he will get one for you. Or, write for descriptive literature to aid in selection direct.

1000 Dearborn St., Chicago, Ill., U.S.A.
Eversharp Pencil Co., Inc., 1000 Dearborn St., Chicago, Ill., U.S.A.
Eversharp is a registered trademark of The Wahl Company, Inc.



EVERSHARP

ALWAYS SHARP—NEVER SHARPENED
Right-Hand Made to the famous Temperline Pen

HERE THE PRODUCT ITSELF POINTS IRRESISTIBLY TO
THE ACT OF BUYING

attractive and confusing that they forced you away from the job in hand, it would delay the transaction.

People have a way of wandering from the subject in a tantalizing fashion. They will not think and talk brass-tacks. If pictures have a great sales mission, apart from creating atmosphere and at-

tracting that first attention, it is to force people to see the utility of an article and to grow familiar with its general appearance.

But we can't go on and on, pointing the way and using arrows. Directness, however, is desirable. There is appearing at this time a series of page advertise-

Cadillac advertising, in its latest series, has hit upon an equally clever idea that practically forces attention upon the fore part of the machine; the radiator, wheels, etc., which are exceptionally distinctive. It's very much as though the reader was looking at the "face" of the Cadillac, rather than the "full figure."

By arrangement of cut-off lines of mortises, only this portion of the car is seen. In short, Cadillac illustrations, in the new series, want you to see and to remember the "features" of the new model. And as every other automobile account shows the entire machine, the reader is conscious of a novelty.

On the front of the radiator is a symbol. It is the insignia of the Cadillac. It bears the Cadillac nameplate. And as an added feature of this copy, an enlarged symbol is reproduced elsewhere in each advertisement, separate and distinct from the one on the radiator.

Fisk tires have found a method all their own to draw immediate attention to the goods.

Although the illustrations occupy easily two-thirds of the total space and are made up of many figures, cars and background accessories, the tire, in its natural place on the machine, is allowed to cut down into the mortise for text. Just this simple expedient, carefully followed through the series, makes each ad a tire ad, unmistakably. In fact, the tire is the first thing the eye catches, despite the wealth of detail elsewhere. Better than a pointing hand or an arrow, is it not?

Now a piston ring, for automobiles, is not a very sentimental or picturesque product. That



"The Fisk Cord Tire is built to endure, to roll off the mile, thousand after thousand, without interruption and without weariness in the use."



FISK CORD TIRES

A LITTLE THING, TO HAVE THAT WHEEL CROWD INTO THE TYPE SPACE, BUT IT DOES SERVE TO EMPHASIZE THE TIRE

ments for Eversharp pencils. And with extraordinary ingenuity, each picture, while telling a story, manages to lead the eye immediately to the article. People have a habit of pointing with pencils anyway. And with this knowledge, a lifelike showing of the Eversharp is placed in every page, either straight up and down or at angles, the lead point terminating at the smaller pencil in the hands of the persons using or demonstrating it.

This serves not only to build a connected campaign, linked by a common bond of composition and idea, but it compels the reader to focus on the Eversharp before he does anything else.

FISK CORD TIRES are built to endure, to roll off the mile, thousand after thousand, without interruption and without weariness in the use. Built at an institution sharing with you its experience of many years, they save your gas, add to your comfort, and they do not wear out, giving you mileage in excess of what you buy.

Don't take on big, handsome, good-looking cars have the satisfaction of thoroughbred appearance plus extra mileage.

Twice the things, mileage and appearance, which you demand in a car, the Fisk Cord gives you in large degree. Then come BUY FISK.

hoop of one-piece steel would not seem to permit of eloquently attractive illustrations. That's where advertising service, ingenuity and imagination comes in, in the advertisement of the Inland Machine Works.

The large piston-ring is shown, as the centre of each composition, and loops panoramas of automobiling landscape. Into the lower part of the rings, the roadways wind easily and gracefully and cars spin upward and off into pleasant mileage. Both the speeding cars and the scenic investiture call attention to the ring. And in addition to this, they assist in making an otherwise unattractive, cold product, quite pleasing to the eye.

Sealpax, after several campaigns which merely displayed the envelope, is now livening up every design by human figures stepping directly from the sanitary holder. This concentrates on the basic idea of underwear sold to the consumer in an untouched-by-

hand way, and also has the added advantage of visualizing the underwear on the people who wear it.

Some years ago at one of the pleasure resorts, there was a professional "barker" who made a reputation for himself and, incidentally made his show a financial success, by a new and novel means of solicitation. Other barkers for other productions yelled themselves hoarse, pounded stands with canes, pointed until their arms ached, but this man merely rolled his eyes in a knowing way in the direction of the doorway. He said nothing and made no motion of body or hand. He did it all with his eyes.

This same thought is back of many of the new advertising campaigns. Down Publicity Street, there are numerous products and countless advertisers, bidding for attention. The illustration is, in a sense, the "barker." The picture must arouse interest and cause the passer-by to want to step

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

in and "see the show," which is the advertiser's message.

The "save the surface and you save all" campaign is this identical expedient, done in a remarkable comprehensive style. In black and white, it is next to impossible to show that a house has been painted. The house and its environs loom larger than the covering. People begin to think in terms of architecture, of landscape gardening and of whether that particular home is their idea of a home, rather than of paint and varnish.

But when a bold white splash, as of a brush stroke, is smeared straight across every picture, the sales idea comes into prominence. That's head-work; that's "service."

One of the tire accounts has thought out a new "attention-compeller." Tires are shown on the rear wheels of machines and also as "spares." But in the foreground, another car, with just its headlight showing spurts out a flood of radiance upon the rear of the other automobile. Result—the advertised product is indeed thrown into the "limelight."

And the eyes follow those rays of the auto lamps.

One art manager achieves these results by the groupings of his figures—that is, when a campaign is peopled by actors who play little parts in the advertiser's message.

He is careful not to force it. Everything happens quite logically and naturally, but the actors themselves lead the reader's eye to the product. Society Brand clothing window cards have been constructed by this formula.

The young man, just reaching his mustache-and-courtin' age, stands before a mirror, admiring his new suit. He is ready to go out "visitin'." On the stairway his little sister watches him, part smile and part admiration. The mother also is interested in the miniature drama. Thus it will be seen that the reader is led directly to the clothing by every idea and line in the composition. Another card—a companion piece—pictures a young boy having his photograph taken in his first long pants—his first sure 'nuff

man-suit. With his back to the screen, and his head held rigid by the nippers, he strikes an exceedingly amusing pose, while the family and the photographer give instructions from the side lines. It is better than a flock of arrows and a hundred hands pointing, for attention is compelled normally.

Sometimes a composition alone will bring the advertised product into the foreground. The 1919 series of designs issued by the Hupmobile is so arranged. Every one of them provides for a great deal of white space, plus delicate road or boulevard lines that trail down to the speeding car, a spot of color in the composition. This is following the principle of something suspended from the end of a string. The eye simply must investigate.

Very often borders will ingeniously "box in" the gaze, focus it, force it to concentrate. Perhaps the most unique example of this now appearing is the series originated for the Palm Beach Mills.

Various fabrics have been photographed and then cut into wavy, undulated segments that run criss-cross in every corner. Far from detracting from type of main illustration, they build a pretty hedge about the ad and keep out all competition.

The pointing hand and the black arrow are somewhat old-fashioned. Advertisers are becoming resourceful in devising ways and means to "bell" their products.

Ruthman Made Partner in Gilman & Nicoll

A. G. Ruthman, who has for some time been in charge of the Chicago office of Gilman & Nicoll, has been made a partner of the firm, which will hereafter be known as Gilman, Nicoll & Ruthman. He will remain in charge of the Chicago office.

Wrede Joins New York Agency

L. H. Wrede, who has been in charge of the service department of Industrial Management, New York, has been made a member of the staff of Redfield & Fisher, Inc., New York advertising agency.



***Height
of
Efficiency***

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

Suppose you were hungry
and it was dinner-time and
you wanted a
good, thick, juicy sirloin steak?
You could go to the "Fitz" and
pay a fancy price
to have it served as
"filet mignon a la Rochambeau,"
all dolled up so that
its own mother wouldn't know it.
Or you could meander
over to Third Avenue and
take a chance with the
coroner.

Or, on the other hand, you could
go to a decent, reputable place
and pay a fair price
for good substantial food and
a service that meets your wants
exactly.

We are not in the steak
business but the same principle
goes for your printing.

Charles Francis Press

THE ADDRESS IS
461 Eighth Avenue, New York
The Telephone Number is Greeley 3210

The Dealer's Store Window That Repeats the National Advertisement

How the Columbia Graphophone Company Has Worked out an Effective Monthly Tie-Up That Is Nation-Wide

By S. E. Kiser

BATTLES are won because of the care and skill with which the various units comprising the victorious force have been brought into harmonious action. No matter how brave the men composing an army were, nor how well trained they might be individually, they would have no chance, operating in independent units, against an equal number of men who fought in accordance with directions whereby they possessed the advantage of united effort.

Out of the great war have come many lessons, and not the least among them are the business lessons that are to be learned or that, in some instances, have already been learned. It may not have occurred to the Columbia Graphophone Company when it adopted the policy of working out a monthly tie-up of its national advertising with the window displays made by its many thousands of dealers that it was putting into effect one of the principles to which we may attribute the winning of the war. But whether the company realized the fact or not, it may readily be perceived since the plan is in actual operation.

The campaign in the newspapers and magazines may be likened to the great barrage-fire of an army's artillery preceding the infantry rush over the top. This national advertising clears the field for action on the part of the army of dealers. All obstructions and entanglements are swept away, and then, armed with their "rifles," their "machine-guns" and their other handy weapons, consisting of panel cards, window cut-outs, folders, record-holders

and other devices, all of which are designed to carry out the main idea projected in the national advertising, the dealers go forward to victory.

Incidentally, it may be said that the word victory is used advisedly here, because the Columbia Graphophone Company's business this year has already shown a vast increase over that of any previous year. The increase may not be due entirely to the tie-up that has been accomplished between the national advertising and the display of the dealer helps that go out from month to month, but the record for the period during which this arrangement has been in effect indicates that the plan has been much more than moderately successful.

TWO MEDIUMS LOGICALLY UNITED

Even if information concerning the rapid sales growth were lacking, the enthusiasm with which dealers have adopted and are promoting the ideas embodied in the tie-up between the national advertising and their store and window displays would be a sufficient indication of its success. Indeed, it would be difficult not to believe that such a co-ordination of effort would bring encouraging results quickly. The logic of it is so obvious as to make one wonder how it ever happened to be overlooked. It would seem as if the first national advertiser who ever distributed dealer helps ought to have recognized the advisability of disposing his two forces in such a manner as to make them work together. They comprise his artillery and infantry. To use each separately, neither depending upon or supporting the other, is as

illogical as it would be for the commander of an army to let the two main elements of his fighting force operate at their own convenience, each in its own way and without reference to the activities of the other.

Because of the thoroughness with which the tie-up that is being discussed has been worked out and is executed month after month, it may not be unprofitable to consider it in detail.

When Mr. Average Citizen opens the latest number of his favorite magazine he sees the Columbia Graphophone Company's advertisement, probably in colors. He may not have time to read it, but if he doesn't, the advertisement has not been wasted on him, because he will find it at his plate when he sits down to breakfast the next morning. On the cover of the "Columbia Supplement," an attractive booklet issued once a month, the illustration accompanying the current advertisement is reproduced, and an effort is made to have a copy of this booklet go by mail to every owner of a Columbia Graphophone and every prospective purchaser of a record.

On his way to business Friend Citizen, glancing through his newspaper, gets another look at the illustration that he saw first in his magazine and then on the cover of the booklet at the breakfast table. By this time it is probable that he is becoming pretty well acquainted with it, so that when he sees the same thing, nicely set up in the dealer's store window, as he is passing on the way to his office, he recognizes it immediately.

It is probable, too, that he will see beside it in the window, the latest record, mounted attractively and accompanied by a picture of the artist who is being featured. A half dozen words, printed in large type upon an interesting card that is a part of the special mounting device, will explain the nature of the record, so that the prospect gets the message the advertising is intended to convey, whether he is conscious of a desire to receive it or not. It

is presumed that by this time he will be inclined to make an inquiry, and when he steps into the record booth he sees the magazine illustration again, this time upon the artistic hanger that goes out every month as a part of the dealer service. Here is a tie-up that seems to be complete. Not one loose end is left to dangle anywhere. Not a sign of a broken connection is to be found between the advertisements and the actual "goods" in the dealer's store.

It will doubtless be said that the Columbia company is not the discoverer of a new principle in advertising. No argument will be offered here to combat any claim of that kind. Other advertisers have made efforts to let their dealer helps reflect in a measure the chief characteristics of their published advertisements; but it would perhaps be difficult to name any other organization that has worked out as comprehensive a tie-up plan as that which Columbia is adhering to as one of the fundamentals of its advertising policy.

Frequently the connection between the magazine or newspaper advertisement and the dealer's store is so slender as to be practically unnoticeable. Several years ago, to cite an instance, a Western manufacturing company that had inaugurated a national advertising campaign produced a window cut-out modeled after an illustration in one of its monthly advertisements; but it was not ready for distribution until long after the illustration by which it was suggested had been published and perhaps forgotten.

Furthermore, it was intended to serve as a "stock piece," to be exhibited at the dealer's convenience and without reference to the advertiser's current display in the magazines. Consequently there was no actual tie-up at all, and only a few of the dealers to whom the cut-out was shipped could be induced to display it. The piece was big, elaborate and expensive, but it served about the same purpose that would be served by a

(Continued on page 37)

He Wondered If They Paid for Them!

A STRANGER in Kansas City saw a Star carrier delivering papers. He was amazed to notice that not a single home failed to receive a copy of The Star. Down the street went the carrier throwing a paper to every doorstep and delivering a bundle of papers to every apartment building.

"Beats anything I ever saw!" exclaimed the stranger. "I wonder if they pay for them."

Yes, every paper is paid for. The subscription price for thirteen issues—one copy every morning, evening and Sunday—delivered by carrier, is 15 cents a week.

The Star's carrier circulation exceeds the number of homes in Greater Kansas City—yet not a single subscriber was obtained by premiums, contest schemes, coupon offers, cut rates, special supplements or any other inducement but the value of The Star as a newspaper.

THE KANSAS CITY STAR

Morning
215,000

Evening
215,000

Sunday
215,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street

BLUE VALLEY CREAMERY CO.

BUYERS OF CREAM
LARGEST CREAMERY MANUFACTURERS OF
PURE PASTEURIZED CREAM BUTTER
IN THE WORLD
1001-1003 THE BUREAU BUILDING
CHICAGO



July 28, 1919

Thos. Cusack Company,
Chicago, Ill.
Gentlemen -



We are so well satisfied with the results obtained from outdoor advertising that we wish to express our appreciation of the value of painted bulletins. Blue Valley Butter is quite widely known and is quite generally used in cities where we are interested. Largely, we believe, because of the use of paint in outdoor advertising.

In the development of our business we have had to practice the strictest economy in everything we have done because butter is an extremely competitive food product.

Cremeries in small communities can be built with a small investment and butter is made upon many farms so that competition develops easily. Therefore in advertising we have to figure close to determine where our money will yield best returns.

It goes without saying that outdoor advertising gives the greatest value and the greatest publicity, as all people, whether they ride or walk and whether or not they read, can be reached by outdoor advertising.

Some object to bulletins because they cannot make sufficient argument upon them. We do not. We believe the busy public in a busy city cares little for the details about how Blue Valley Butter is made. We publish a book of over forty pages to inform our salesmen about how Blue Valley Butter is made, but we do not believe the public would take time to read it. We realize few people know what thorough pasteurization means. How ever they know enough about it to be convinced that they want pasteurized butter.

Butter is a delicate article; it therefore appeals to us that in our outdoor advertising it should be presented to the public in the cleanest manner. That

is why we have selected painted bulletins for display. Paint gives a character and stability to our campaign. It proves to the public that we have come to stay, which is an added argument that we have faith in the merit of our own product.

People ask us if advertising pays. It is always hard to put your finger upon any given character of advertising or any particular bulletin location, and say just how much it pays or how much it loses. No kind of advertising by itself will make any one money. One has to back up the advertising with merit in the goods, and with an organization of energy and push.

With such an organization along with merit and advertising, the balance sheet at the end of the year is the best evidence to prove whether the combination of the three working together pays it does with us, therefore our faith in advertising grows.

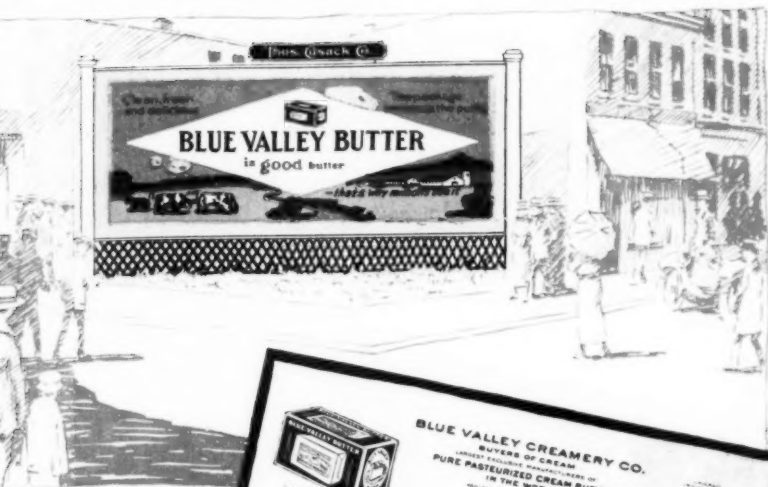
Yours very truly,

BLUE VALLEY CREAMERY CO.
VICE PRES & GEN. MANAGER

249/EE

CHICAGO

Thos. Cusack



BLUE VALLEY CREAMERY CO.
 BUTTERS OF CREAM
 PURE PASTEURIZED CREAM BUTTER
 IN THE WORLD
 140-142 N. STATE STREET
 CHICAGO.

Thos. Cusack Co.,
 Chicago, Ill.

June 7, 1919

Gentlemen -

The results obtained from our outdoor
 advertising over a considerable period of time
 merely confirm what we wrote you some years ago.
 The splendid execution of the new copy
 is especially pleasing.

Yours very truly,
 BLUE VALLEY CREAMERY CO

[Signature]
 VICE PRESIDENT.

JAV/ER

os. @sack @. NEW YORK

F R E Y

service recognizes art as
merely a language—a
means of communica-
tion. Art can be made
to say *anything*. Frey
makes it talk *business*.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE • SOUTH
CHICAGO

circus poster that was put up after the circus had left town. It would be easy enough to mention many similar instances of failure, because of misdirected effort, to utilize an advantage that had the prime essential of simplicity.

Our purpose, however, is not to discuss failure, but to direct attention to a plan that is involved in a conspicuous example of advertising success.

H. L. Tuers, manager of the Columbia dealer service department, under whose direction the tie-up between the national advertising and the various devices that come under the general head of sales-helps has been made effective, was very willing to explain for the benefit of the readers of PRINTERS' INK just how the plan is being operated.

"To begin with," said Mr. Tuers, "it is necessary, of course, to have our national advertising prepared far enough in advance to enable us to conform to it in getting out our dealer helps. These include an artistic cut-out for window display, an elaborate portfolio, containing a reproduction of the month's magazine advertisement and many illustrations in colors, together with dealer advertisements in English and other languages, including Polish, Greek, Italian, French, etc.; a panel hanger on which also there is a reproduction in colors of the illustration used in the magazines; our monthly house-organ, 'Columbia Record,' on the cover of which is shown a replica of the illustration that accompanies the national advertisement; a catalogue with a cover that emphasizes the same idea; occasionally

an artistic poster, and now and then some novelty, such as the disc-shaped fan, issued in June, with a reproduction of the national illustration on one side, the other side being made to look as nearly as possible like a Columbia record.

"Every unit that goes into the combination which makes up the

Columbia Grafonola



"My Dance!"

Don't worry—they'll all get their dance. For when the cut-out, never weary Grafonola makes the music, there's a dance for every girl with every picture before the merry evening is half over.

The most unusual of instruments is this big, hand-some Grafonola. The merriest of instruments when guests arrive, a cheerful musical companion when you are alone. Get with you when you want to laugh, soothe if you want to dance, tender and tender when you want to rest awhile.

The Columbia Grafonola and Columbia Records give you the music you like best when you want it most.

To make a good record good, play it on the Columbia Grafonola. COLUMBIA GRAPHOPHON COMPANY, New York. Licensed Dealer: 100 Columbia Road, N. Y.



THE NATIONAL ADVERTISEMENT, WHICH IS REPEATED IN NUMEROUS WAYS TO HELP THE DEALER

monthly campaign reflects the motif of the national advertisement. First the potential purchaser of a Grafonola or of one or more discs notices the advertisement in his magazine. While the illustration accompanying it is still fresh in his memory he sees it reproduced in a cut-out in the dealer's window, and then when he steps into the store, he finds the same picture on the wall hanger that we have furnished and he notices it upon the cover

of the house-organ lying on the dealer's counter. If he picks up a Columbia catalogue, that also shows the picture with which he has become familiar, and the probabilities are that he will see it several times in his local newspaper.

"He can't escape becoming familiar with it and getting its meaning, no matter whether he reads the copy accompanying it or not. In this way we are able

turn, will, as is proved by our own experience, bring about definite sales results. As we are planning our advertising now, the tie-up between the advertisements we publish in the magazines, those which the dealers publish in newspapers, and the dealer display service is not incidental or casual, but it is planned with deliberate precision as to every detail."



THE CUT-OUT FOR DEALERS' WINDOWS, LINKING UP STRONGLY WITH THE NATIONAL CAMPAIGN

to carry on an intensive campaign every month in every city in the country. It might be said, indeed, that this intensive campaign is carried into every street and every square in which there is a dealer who sells Grafonolas and Columbia discs.

"As we have explained in one of our portfolios, it is our belief that effective advertising consists in getting the advertiser's sign up as closely as possible to the goods that are on sale. Worked up in such a manner as that which we have adopted, advertising will create certain definite impressions in the public mind, and this, in

When he was asked whether any difficulty was experienced in getting dealers to perform their part in making the tie-up between the national advertising and window and store display effective, Mr. Tuers said:

"It will be easy enough to understand the attitude of the dealers when I explain that they are paying for the sales helps that go to them. They do this by subscribing for one dealer service, a flat rate being made to all, just as if they were subscribing for a newspaper or a magazine, or for a regular service of any other kind. This rate is fixed to cover the cost of the service provided, and no more. It is not in-

tended to produce any profit for the company, except through increased sales. I should say that 70 per cent of our dealers are making regular use of the service."

Mr. Tuers was reminded of the difficulties that some advertisers have had in getting dealers to make use of window cut-outs, particularly where several different kinds of products are handled and where two or more producers furnish displays to be set up at the same time.

"We have no trouble of that kind," he said. "In the first place, as I have explained, the dealer pays a subscription price for the

service of which the window cut-out is a part, so that he is no more likely to disregard it than he would be to toss away unopened a magazine for which he was paying by the year; but there are other reasons why Columbia dealers make regular use of the window cut-out and other pieces that we place at their disposal. We don't try to overdo a good thing. Our cut-out is kept small enough to be handled easily. When the dealer has it set up in his window it doesn't darken the whole store or occupy all the space at his disposal.

"There is another thing that should be kept in mind. Our window displays are made in units that may be used separately or in the full combination, according to the dealer's convenience. The cut-out reproducing the illustration in the national advertisement constitutes one unit. Then there is the record-stand, which makes up an attractive window-piece in itself, and the other features are arranged in the same way for separate display or for a full window trim, with the cut-out as the centerpiece. For these reasons, the dealer utilizes our window cut-outs regularly, as well as the rest of the materials that are furnished to complete the tie-up between his store and the Columbia advertisement in the national publications. But there is an additional use for which these dealer helps are intended. With each set we furnish a container, so that the dealer may keep a complete file. Frequently our monthly campaign features some singer or other artist. If later that particular artist is billed for a concert or any other kind of an engagement in any particular dealer's town, he has our window cut-out, the record-stand and other materials with which to make a special window display."

The Columbia company is an organization of tremendous proportions and of far-reaching resources; but there is no reason why the use of such a tie-up plan as it has evolved should be limited to big advertisers. Long ago wide-

awake dry goods merchants learned that there was an advantage in making a connection between their window displays and their local newspaper advertising.

If, for instance, they ran advertisements concerning street gowns it was found to be profitable to make window displays of such gowns, and so on all through the various lists of their merchandise. To make the tie-up national, instead of merely local, it is necessary only to have a definite policy and to adhere to it consistently. There would seem to be no reason why the advertiser whose product is marketed by 500 dealers may not bring about a co-ordination of their efforts and his own just as effectively as this is done by the producer who is making his advertising apply directly to the business of 10,000.

It can hardly be said by the national advertiser that "every day is a new beginning,"; nevertheless, a great majority of the advertisers who use the pages of the national magazines want new copy and new illustrations every month. If they do not realize the fact, it is a fact, all the same, that they conduct monthly advertising campaigns, and for this reason it would appear that they ought to provide the facilities for enabling their dealers to "keep up with the procession." Is it possible in the absence of such a provision for the advertising to function properly?

Would Salesmen Stoop to These Measures?

VOGAN CANDY COMPANY
PORTLAND, ORE.

Editor of PRINTERS' INK:

You tell in the July 17 issue about a store that was robbed and the Waterman Fountain Pens were stolen while other brands were passed up.

The Broadway Pharmacy of Portland was broken into twice and each time nothing was taken except all the packages of Vogan's Chocolates in the candy case.

The Broadway Pharmacy has never found the thief, but still asserts that it must have been done by the Vogan salesman in order to prove that an advertised article will move somehow.

A. H. DEUTE, Sales Manager.

Congressional Bill Would Prevent Copy Infringement

Mott Bill, Introduced in Congress,
Seeks to Protect Advertisers—
Known Imitation Would Be Met
With Fine—Second Offense to Be
Penalized by Fine or Imprisonment

Special Washington Correspondence

ADVERTISERS will be interested in watching the success of the Congressional Mott Bill, designed to protect their copy, designs, etc., from counterfeiters.

There is really nothing in common between this bill that has just been introduced in Congress by Representative Mott, of New York, and the Kelly Bill (successor of the Stephens Bill), even though the two have been represented in some press dispatches as of parallel purpose. The impression of a common purpose is perhaps due, primarily, to the circumstance that, for purposes of Congressional indexing, both measures have been classified as "trade-mark bills." The Mott Bill sure enough is a proposal for trade-mark protection of the widest scope, but the Kelly Bill has no application to trade-marks, technically speaking, beyond the fact that its enactment would greatly encourage the use of trade-marks on goods by providing for the standardization of resale prices on merchandise thus identified as to origin.

The Mott Bill (known officially as H. R. 401) turns out to be, however, from the standpoint of advertisers, one of the most significant bills introduced in the national legislature in many years.

"To protect owners of trade-marks, labels and similar property" is the avowed purpose of the Mott Bill. Its comprehensive scope is well indicated by the fact that the advertising assets over which the mantle of protection would be thrown would include: business cards, trade-marks, labels, firm names, designs, pictures, wrappers, papers, advertisements and "any device whatsoever." The

prohibition of the imitation or counterfeiting of any distinctive advertising or labeling element is what is aimed at, and in order that the ban shall be comprehensive, it is made to apply, first of all to forms "made, drawn, painted, designed, engraved, colored, printed, lithographed, photographed, copied, executed or created in any manner whatsoever," and to the "plates," dies, stones, forms, negatives or designs" that may be the means of trespass "in colorable likeness, similitude, shape, design or wordings."

All parties that would, in the natural course of events, have a hand in poaching upon the good will of an established advertiser would be hit by the Mott Bill. First, it is made unlawful to create or execute any copy or imitation of the various enumerated advertising forms. Secondly, it is made contrary to law to exhibit, issue, circulate, deliver, sell or use such duplications or infringements. A penalty of not less than \$100 nor more than \$500 is prescribed for the first offense and for a second offense there is stipulated a fine of not more than \$1,000 nor less than \$500, or imprisonment for not more than six months or both.

At the very outset of the measure, as applicable to all the various infractions prescribed, appears the qualifying word "knowingly." This indicates that the penalties of the act would not apply in the case of persons who had unwittingly "doubled," as, for example, in the not infrequent cases where different traders have simultaneously made use of the same trade-marks in different territory, each user being ignorant of the other's activities. In order to guard, too, against the possibility of complications growing out of the use of advertising copy, names, etc., by agents or representatives of a principal or by retailers handling his products there is a proviso in the bill which waives the prohibitions in cases where permission for use has been granted under authority of a signed order legally executed by the owner of the intangible property involved.

THE THREE ESSENTIALS

in creating an extension of your market are:

1. Finding the Market
2. Securing Distribution
3. Creating Demand

Correct analysis solves the first. The success of the other two is wholly dependent upon conjunctive sales effort and proper advertising.

The fruit growers have more wealth now than ever before and for advertising campaigns carrying modern messages they will be interested prospects.

The American Fruit Grower is considered an authority on all things pertaining to fruit growing, and each month adds new readers to its almost 200,000 paid subscribers.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation. 175,000 monthly

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher

REAL MONEY FROM



The Subscription Department's Monday Morning Mail

This photograph shows the mail received by the subscription department of Farm Life at Spencer, Indiana, on July 21—a typical Monday during the dog days.

The pile of bills and coins in the left foreground, the pile of money orders in the center, the stamps and checks at the right total \$703.49. The basket at the right contains orders for 3,331 subscriptions. The basket at the left is full of inquiries from prospective subscription solicitors.

THE SUMMARY

No. of Orders	No. of Subscriptions				Total
	One Year	Two Years	Three Years	Four Years	
355	2873	315	38	105	3331

The average size of the orders from the solicitors was $9\frac{3}{4}$ subscriptions. The average payment sent by each solicitor with his order, \$1.98. The net receipts for each subscription 21 $\frac{1}{2}$ cents.

The amount collected from subscribers.....	\$1,055.24
Commissions retained by Agents.....	351.75
The net amount remitted by Agents.....	703.49

SPENCER, IND.

FarmLife

READERS of Farm Life -



FROM January 1 to June 30, subscribers to Farm Life paid \$86,736 cash in advance to read the paper.

Of this amount one third, or \$28,912, was retained by the local subscription representatives.

There were in all 15,000 local subscription solicitors on Farm Life's books during the six months. They worked in almost every farming community in the country.

To stimulate their efforts they were given in addition to the regular commissions—which in the case of some of the more active and successful ranged around \$20 or \$25 a week—prizes to the value of \$5,000.

Farm Life's net receipts from subscriptions for the period were therefore \$52,824.

THE MONTHLY RECORD

Month	Total Subscriptions	Total Cash	Agents' Commissions
January	21,549	\$7,712.71	\$2,570.90
February	40,119	14,786.85	4,928.95
March	51,110	17,795.44	5,931.81
April	53,003	19,559.50	6,519.83
May	40,021	14,392.29	4,797.43
June	35,404	12,490.06	4,163.35
Totals	241,206	\$86,736.85	\$28,912.27

The John M. Branham Company

Special Representatives

New York

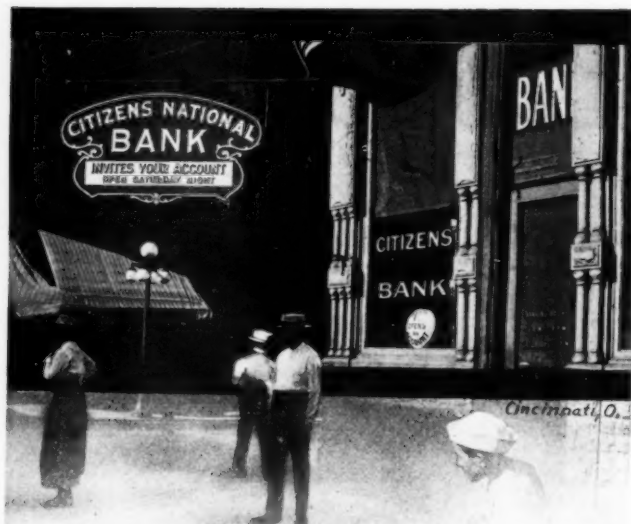
Chicago

Detroit

Atlanta

St. Louis

SPENCER, IND.
Farm Life



Why this Oplex is Not an "Ordinary" Sign.

A STRIKING design—raised letters of snow-white glass, standing out from a dark background—but there is something else which makes this sign different from all the others. We call it "distinctiveness." It is the thing which gives character to a store front.

But there are other reasons why Oplex Signs are best. They are day signs as well as electric night signs. They have greatest reading distance; they need fewer lamps, the letters each have an unbroken outline when the lights are on.

Many large advertisers are using Oplex Signs to tie their national advertising to their dealers' doors.

YOUR trademark can be perfectly reproduced in the raised Oplex characters.

Won't you let us send you a sketch showing how the sign will look?

The Flexlume Sign Co. Electrical Advertising
1436-42 Niagara St. Buffalo
Pacific Coast Distributors Canadian Distributors
Electric Products Corp. **The Flexlume Sign Co., Ltd.**
Los Angeles, Cal. Toronto, Ont.

The Knack of Leading People in the Paths You Want Them to Follow

The Big Vase That Sold Little Cups and Saucers—Why Do Soda Fountains Make You Buy Checks?

By G. A. Nichols

ONE day recently I was standing before the window of a big city five and ten cent store admiring a big display of "loss leader" merchandise items. The values were made especially notable so as to overshadow similar offerings put out by an opposing store in the same block.

One thing in the window was a large Japanese vase which ordinarily would retail for a couple of dollars. It was offered for ten cents. Around it were many other smaller Jap dishes of a similar pattern.

"That surely is a beautiful vase," one woman in the crowd said to another. "I can't see how they can sell it for a dime. I wonder if there is anything wrong with it? But surely if they can sell a great vase like that for ten cents those cups and saucers for ten cents must be especially good. I am going in and buy some."

That, of course, was just what the five and ten cent store man wanted. Putting that vase in the window was a clever piece of applied psychology. It is based on a practical knowledge of the way people's minds work.

The store used that vase to help impress upon its customers the value of its other goods. It was ready to sell the vase if anybody wanted it.

A little practical psychology of this kind which can be learned by the study of people or by a close analysis of the workings of one's own mind sometimes can sell more goods than a laboriously worked out plan based upon learned theories.

Henry Schott, advertising director of Montgomery Ward & Company, once told of a young

man ambitious to enter advertising who asked his opinion of a certain book which was designed to set a beginner right on all the psychological principles of advertising.

"Don't read it," Mr. Schott advised him. "If you do it will ruin you for life."

Mr. Schott did not mean to convey the impression that psychology did not have a big place in advertising. It has. The psychology part of the thing is all right but its application, or rather misapplication, is where the damage is done.

The trouble with many an advertising man is that his shoes are not heavy enough. He has so much theory poked at him that his advertising and selling ideas are likely to be artificial and not true to life. As a result he invests his business with a sort of mystery that actually drives hard headed business men away.

TOOLS DON'T MAKE THE ADVERTISING MAN

Advertising may be said to be the art of knowing what the people need and then telling them about it or showing it to them in a way that will make them want it.

"Study books all you please," said a friend of mine, in addressing a club of young men who are trying to prepare themselves to enter the advertising business. "But remember that your success will depend upon your knowledge of merchandise and of people. You can't get this altogether out of books on psychology. But what you do get out of the books you can apply so as to gain the practical knowledge. A man who can make a layout, write copy and

talk psychological principles is not an advertising man. He merely has some of the tools which the advertising man uses. The thing for you to do is to go and get a job, no matter how little, in a good agency or in an advertising department. The way to learn advertising is to work at it. If no such job offers right now get a place on a newspaper for a while. There is where you can learn people—learn the kind of psychology that will help you know people well enough to sell them goods."

SODA FOUNTAINS WEAK IN PSYCHOLOGY

Speaking of the psychology of salesmanship, I dropped into a certain hotel bar one day last week to get a glass of buttermilk. The bar, for obvious reasons, had been turned into a soda fountain. Now, then, like most other men, I dislike a soda fountain because it is surrounded by women and because it apparently makes no effort to please men and most of all because a person usually has to buy a check from the cashier before he can get what he wants.

Surely this particular fountain, being the outgrowth of a bar, catering entirely to men would not make the mistake of demanding the advance purchase of checks.

But "buy a check, please," was the greeting we got from the cute young thing standing behind the once famous bar.

Needless to say the buttermilk wasn't purchased.

This check business is the poorest kind of selling. It drives customers away and it arbitrarily limits the purchases of those customers who are willing to brave its inconveniences.

If the soda fountain man knew human nature as well as the man who put the Jap vase in his window he would banish the pre-bought check as a delusion and snare.

The new crop of aspiring advertising men will do well to ponder these things carefully. And by the way, have you noticed how this crop is growing year by year? Fifteen summers

or so back when they let me out of a little fresh water college most of the boys wanted to be either preachers or journalists. Now it seems that all of them want to be advertising men.

Well, the fellow who wants to be an advertising man calls his wished for job by its proper name anyway. Those who used to imagine they wanted to be journalists really wanted to be newspaper men.

"A journalist," as one of my old bosses used to say, "is the one who does not pay his printers on Saturday night."

Gloves and Gloversville in Advertising

The incorporation of what will be known throughout the United States as the American Glove Society is now taking place, the membership of the organization being the leather and glove manufacturers of the country, as well as the allied lines interested in the prosperity of the glove industry. A campaign will be waged to give the glove the place it should have in the American wardrobe. The new society is the outgrowth of a study by the Gloversville Chamber of Commerce of needed publicity for the glove manufacturer.

The discussed plan of the society includes such features as the necessity of gloves of different occasions, the unsanitary features of the worn and soiled glove, the fact that making them is a craft, and not an uninteresting factory job.

Some advertising has already been placed, according to the manager of the Gloversville Chamber of Commerce, J. Kennard Johnson, who states:

"Billboards already appear along the railroad routes of the East, between New York and Boston, New York and Philadelphia and the New York Central, announcing that 'Gloversville Gloves America.'"

The financing question will be decided with the adoption of the constitution, and will probably be on a basis of one-quarter of 1 per cent of the previous year's business of any member joining. Memberships will be accepted only for three-year periods. It is estimated this will give the society \$150,000 in that period of time to spend for publicity.

With Pierson Telegraph Transmitter Co.

W. W. Simmons, who has been connected with various Chicago truck and tractor concerns as advertising manager, has become advertising manager of the Pierson Telegraph Transmitter Company, Topeka, Kan.

—net profit

Mr. Advertiser, can you show a satisfactory net profit in *every* state in the Union? Can you successfully overcome sectional competition such as prohibitive transportation rates, wrong climate, deep-rooted customs?

Is part of the country a dead weight on your sales? Would you show a bigger net profit at the end of a year if you could eliminate business in certain sections?

Of course, there are many advertisers who appreciate all these things and confine their sales' efforts to net profit territories.

And there are many who do not. There are many who advertise in mediums reaching millions of people who live where the advertiser cannot possibly conduct business at a profit and indeed, where the product cannot be bought.

Why not concentrate *your* advertising in those territories which will return to you the greatest net profit?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

Neighboring Collection Effort on a Long Distance Basis

Letters Written by the Credit Man "As One Man to Another" Often Get Results Where More Formal Efforts Fail

By H. L. Jacoby

Assistant Treasurer Beacon Falls Rubber Shoe Company, New York

WE hear much to-day about shortage of certain commodities, but little is said or published covering the famine in the "human-interest" markets of the world. The law of averages will respond to a touch of human interest provided the "touch" is genuine. This world constitutes a great orchestra, but many of its members are out of tune and fail utterly to comprehend the music all about them. It is within the credit man's province—it is his opportunity—to locate the lost chords, to create a response to the low notes; a harmony which will labor to establish constructive credit and emphasize the obligation of one man toward another.

In the following form letter the author endeavored to inject just enough "sweetness" or neighborly interest to make it palatable, to savor of the "genuine" as-one-man-to-another; but this effort would be fatal or, at least, depressing, unless followed with a letter preserving the same atmosphere and honest intention to assist a hard pressed but honest account, in the event of failure of response within reasonable time; and if prompt response follows it should be acknowledged in order to make a subsequent letter at a later period equally or more effective:

DEAR SIR:

This letter is seriously addressed to the individual financially responsible.

Any one of the following excuses, perhaps we should have said reasons, will explain why we have failed to hear from you since (date), viz.: Over-Bought—Insolvent—Too Busy to Write a Check—Labor Troubles—Serious Illness—Statement Overlooked—Entire Amount Lost in Transit—Domestic Troubles—Away on a Wedding Trip—Sold Out—Burned Up—Town Gone Bone Dry—or Too Much Money on Your Books. Now just get right back

at us; be cheerfully frank as we have endeavored to be with you; and any suggestions we can consistently offer to help you Over the Top, will be given cheerfully.

The above effort got 45 per cent results; and 58 per cent of those addressed acknowledged receipt. The replies proved the law of averages. They were distributed approximately as follows: Check in full of account; check on account with promise of balance; humorously funny and, in many instances, seriously funny; responses with financial statements and a request for a slight extension of time.

This letter, issued December 9, 1918, found its way into foreign countries with favorable comment because of its attitude as of "one man to another."

Letter No. 2 was issued March, 1919, it will be observed, at the intersection, so to speak, of seasons—that is: close of rubber foot wear and inception of tennis shoes season, and was written accordingly. Here it is:

GENTLEMEN:

With snowless snowstorms most everywhere; endless traffic troubles everywhere; entrance into the reconstruction period plus endless rubber hills here and there—both dealer and manufacturer have, by co-operation and forbearance, pulled through a rubberless rubber season with fairly respectable results.

Now to "clean up" and end this endless rubber account on 1918 business and without creating a hardship for you—you may split it up into three parts, sending one check for use today and two checks for balance dated two weeks apart, or three weeks if you cannot possibly do better. But mail the settlement now, please.

In the event of this not being entirely satisfactory, submit your proposition and I will endeavor to meet it; but, at best, let's get busy.

Certainly you would expect as much, in fact more, from me if I lived in your town and had an open account with

Oklahoma is ready to buy NOW!

Oklahoma is forging ahead through the summer months with no hint of a "dull season let-up"! Business in every line is good!

Retail merchants are busy; bank clearings show larger increases week by week; crop values are 85% greater than a year ago; building activity, both commercial and residential, is unprecedented — Oklahoma is prosperous and ready to buy your merchandise NOW!

The Daily Oklahoman and Times dominate this rich territory, reaching one family in every five.

Ask about the market for your product and our plan for introducing you to the retail trade.



Oklahoman Bldg.

Oklahoma City

Represented by

E. Katz Special Advertising Agency

New York

Chicago

Kansas City

San Francisco

"Save the surface and you save all"

THE Paint, Oil and Drug Review in commenting upon the Paint and Varnish campaign said recently:

"'Save the Surface and you Save All' will be a slogan for makers, sellers and users of paints and varnishes when all the present generation of paint men have gone to sleep with their fathers. It is a masterpiece of salesmanship."

The speed with which the Paint and Varnish campaign is "catching on" with property owners is merely an example of selecting the most vital argument, presenting it from the standpoint of the user instead of the manufacturer, and then steadfastly declining to be tempted from the established theme by other attractive, but secondary lines of arguments.

The Paint, Varnish and allied industries are backing this campaign on a five-year programme. The unanimity with which the competitive elements in these industries are putting their energies behind the effort is noteworthy. It is due to two causes. First, they have found "common ground" for an appeal that shall benefit all—a sales-stimulating appeal into which no argumentative element concerning formulas or methods of applying products need enter. Sec-

Blackman-Ross

ADVERTISING

you, and I hear you say, Yes, he is right.

YOURS FOR A QUICK REPLY
AND A BIG TENNIS SEASON.

The per cent of results compared favorably with letter No. 1.

In no instance is it found wise or practicable to follow a form letter with a form letter, re-phrased for the occasion, to obtain the real result after the first "form" effort.

Personal dictation, in accordance with the "personality" atmosphere of the account, is the only real constructive business-building method known to the human family, which is more closely "interwoven" than we seem able to realize or, at least, to recognize. It's the real man's job to discover, realize, recognize and visualize the worth of the so-called "little man."

The "strongest" letter must be a reflection of the atmosphere and spirit of the policy of the author and the house, but the actor and setting must be in accordance with the command "to mingle the seasons and golden hours until each man finds his own—in all men good and all men walk in noble brotherhood."

Vigilance Work of Chicago Commerce Association

THE Chicago Association of Commerce has created a permanent committee of nine to deal with the wildcat advertiser. The purpose of the committee, according to the announcement, is "to endeavor to lessen the evil and protect the public in so far as possible from losses brought about through various forms of fraudulent advertising."

Howard Van S. Tracy, of John Burnham & Co., is chairman of the committee. Among the members is Reuben H. Donnelley, president of Reuben H. Donnelley & Co.

The activities of the committee, it is asserted, will not be confined to frauds of a purely financial nature, but will cover all forms

of misrepresentation in advertising, such as offering cotton goods as all-wool, claiming that a certain article is being sold at one-half its real value when such a statement is untrue, selling used pianos as new.

"Financial frauds, however, will naturally occupy a very large part of the committee's attention," the announcement reads, "owing to the pressing need at this time. Mr. Tracy has estimated that for several years over \$500,000,000 has been taken from the American public annually, through the sale of worthless oil, mining and other securities. This has been particularly easy, owing to the large number of persons who have purchased Liberty bonds and other Government securities.

"It has been the practice of swindlers to induce the public to part with Liberty Bonds in exchange for shares in companies, which, it has been claimed, would make fabulous returns, but which, in most instances, were either positive frauds or so speculative as to be worthless from the start."

Sufficient money to finance the committee's investigations will be raised in the Association of Commerce, and from the public. Louis L. Emerson, Secretary of State, the vigilance committee of the Associated Advertising Clubs of the World, and other individuals and organizations will co-operate.

Crowell Company's Advertising Representatives

Frank Braucher has been appointed eastern advertising manager, with office in New York, of *Woman's Home Companion*, *The American Magazine*, and *Farm and Fireside*, published by the Crowell Publishing Company, New York.

William S. Carlisle has been made western advertising manager, with headquarters at Chicago, of these publications.

W. A. Patterson Co. Has Albany Account

Cotrell & Leonard, Albany, N. Y., makers of the "Aetna" brand of men's hats, have put their advertising account in the hands of W. A. Patterson Company, Inc., New York.

14 POINTS

*The Story
of an
Amazing Success*

1 THE AMERICAN MAGAZINE goes straight to the individual. It must appeal to the reader's personal interest and must stir him to action. It must prompt the reader to self-comparison and stimulate him to self-improvement.

2 The magazine carries no gloom. People have all the gloom they want. They manufacture it on their own premises. You cannot sell them gloom. What they want to buy is a cure for their gloom. They don't want to buy more gloom.

3 The magazine carries no filth.

4 The magazine is not hitched to any cause. It is not trying to prove anything. It is out for new ideas. It is a learner. It is always in a position to drop a bad idea and to take up a new, good one. It has no foolish pride of consistency.

5 The magazine is a story magazine. Wherever possible things are told in story form. Things are made just as entertaining and human as possible—full of action. This applies to articles as well as to fiction.

6 The magazine is edited down so that its stuff is not long and tedious. Some of the biggest and most important articles are not over 4,000 words long. We get articles that are packed with interest instead of being merely crowded with words.

7 The magazine is always good-natured. An effort is made to get fun into every number. It is also what is sometimes called a *talking book*. This means that an effort is made to use words, especially in headlines and notes, that people are accustomed to hear in conversation. The aim is to make the magazine seem like a person talking.

**More than a
Million a Month**




8 The magazine is practical but not materialistic. It takes account of men's desires for spiritual, mental and physical improvement. It is not confined to the Almighty Dollar as a measure of success—in any sense of the word.

9 Infinite variety is a keynote of the magazine. No subject is shut out provided it can be made personally applicable to the reader. Business, religion, health, education, sports, amusements—every conceivable subject can be brought into the magazine provided it has this personal application.

10 The magazine works with the best writers. It works with writers who are nationally known—also with unknown talented writers. But the magazine is bigger than any of its individual contributors. The idea back of the magazine is the main thing.

11 The magazine is journalistic. It is edited like a newspaper. Up to the very last minute things are put in and taken out and made over and over. It would be just as foolish for you to ask what will be in a number four months from now as it would be for you to ask the Editor of the New York World what will be in next Monday's paper. The magazine is made hot out of the times—it is not served cold.

12 The magazine does not fake—does not lie. Fakes are not as interesting as the truth. Neither do they find as sure corroboration in the reader's mind. We like to print things that cause the reader to lay down the magazine and say: "Yes sir! that's true. I know a case just like it."

 **More than a
Million a Month**

13 The magazine is a fighting magazine—that is, it carries to the reader the idea that it is worth while to fight and not to lie down. Fight for the better job, fight for better health, fight for better education. Don't quit. Keep trying. Get out and do things. You will be happier if you do—ininitely happier. Besides, it is a sporting proposition. We are thrown into this world and may not understand where we came from, or why we are here, or where we are going. But it is certain that the best thing to do is to exercise our brains and muscles while we are here and make the most of ourselves.

14 The magazine believes in families and in the decent life of the average man. It does not believe in eccentric, crank ideas.

The magazine is winning out because of its normality. It represents the normal healthy man. It is as perpetual as life itself. It will keep going so long as it maintains its natural healthy curiosity about life.

The American Magazine

THE CROWELL PUBLISHING COMPANY

WOMAN'S HOME COMPANION THE AMERICAN MAGAZINE FARM AND FIRESIDE

Lee W. Maxwell

MANAGER OF ADVERTISING

381 FOURTH AVENUE, NEW YORK

Frank Braucher

EASTERN ADVERTISING MANAGER

TRIBUNE BUILDING, CHICAGO

W. S. Carlisle

WESTERN ADVERTISING MANAGER

Putting New Life in an Old Selling Idea

The James Lees & Sons Company Brings out a Knitting Book Built on the Lines of a Woman's Magazine

By Helen A. Ballard

FROM time, almost immemorial, knitters and crocheters have turned to the yarn manual for ideas as well as directions for making garments and articles for gifts in and out of the garment class. The number listed in its pages have been many, growing with the years. But in the old days the knitting book was little more than a primer in knitting. It showed the process of making the stitches, gave directions for making the simplest of garments, mostly for warmth rather than beauty of line and stitchery design, and crowded these so close on the page that it was a trial to follow the instructions. Often the illustrations were wooden sort of affairs that did not lend enchantment to the article, and the models on which garments were shown had not the real life look about them.

There is a peculiar psychology about selling anything in the garment line to women, whether it is the finished article or the material from which it is to be fashioned. If the article is shown on a figure a woman invariably visualizes herself in it. What she sees subconsciously is not the posed model in the illustration, but herself. If the illustration is lifelike, not too posy or otherwise overdrawn, and the sweater or coat or whatnot gives the model a smart look, the woman who contemplates possessing one imagines that she may look like that, or if she is too modest to expect quite the same result, she at least has a feeling that it will add to her appearance. She demands this in addition to the comfort which it will give her. Yarn book makers in general have not been at pains to put enticement as well as practicality into their pages in times past.

Now there seems to be a general breaking away from the old staid idea of a knitting manual. There have been slight indications of this for the past few years, but no radical changes.

A new book just issued by the James Lees & Sons Company, manufacturer of Minerva Yarns, proves that new life is being put into the old knitting manual selling idea. In size and cover design it is patterned after one of the smart fashion magazines, as giving it a more distinctive character as a style book and because the larger page than has heretofore been used in books of this kind gives a better opportunity for displaying the articles and allows sufficient space for the descriptions to be placed beside the illustration. This linking up of picture and directions is a great help to the yarn worker and was considered a good selling feature of the new book, especially since in some yarn manuals the pages are arranged with full spreads of pictures and no indication given as to where the directions might be found, giving a knitter a tedious hunt through its pages for instructions in making them.

ATTRACTIVE SHOWING OF STYLES

"The Minerva idea," says L. S. Goldsmith, "was to make the new book a matter of style—a clever presentation of fresh ideas, an exposition of new things to be fashioned from yarns, and so arranged as to give the whole plan of the book at a glance. We aimed to make it more than a knitting manual—a book interesting, practical and beautiful, without a superfluous word in it. There are no wordy dissertations on style, but we aimed to make

the illustrations talk. To do this we selected nothing but fresh new models, and had them photographed on special mannequins naturally posed.

"For the cover illustration we selected one of our most unusual styles, a cape, shown on a summer girl seated in a beach chair which formed an excellent background to the attractive picture. This kind of picture we felt carried out the idea of a woman's magazine by suggesting the character of what the book contained, and be-

younger ladies, misses, girls, children, and many articles for infants. The pages for the masculine members of the family start with coats, sweaters, scarfs, caps, etc., for small boys and lead up to those for their elders. This departmentalizing of the pages makes it easy to find styles for any age.

A decidedly different feature of the book is the colored centre spread showing a group of people of different ages sitting on the deck of a boat, each wearing Minerva knit garments of varying styles and hues.

To insure the creation of new ideas, the James Lees & Sons Company maintains a fashion studio where expert knitters are constantly devising new kinds and new styles in old kinds of garments for men, women and children. The work of the studio is under the personal direction of two clever sisters who have had a long experience in searching the field for new dress ideas, and here they are ever alert to find something that can be produced in yarns. When a boat comes into port some member of the studio is on the spot to glimpse anything unusual in the travel garb of the passengers, whether made of yarn or lending itself to yarn manufacture. The November advertising will feature a new knitted garment just brought back from Paris by a returning woman war worker—a well-known singer, but the company declines to publish the name of the lady so far in advance. However, the garment extends from head to toe, and was immediately copied in Minerva yarns and adapted to American fashion needs.

One aim of the manual is to foster the spirit of knitting born during the war, and to divert that activity into logical peace time channels. If *He* no longer needs a trench helmet or "beanie," the manual suggests something he will enjoy in civil life. The makers of the book believe that since women have not had time or inclination to knit anything for themselves for four years, they



THE TYPE OF HAPPY ILLUSTRATIONS IN
THE KNITTING BOOK

sides being a good attention getter, it had the practical value of showing an actual garment again illustrated and described within the covers. We believed it would act not only as a good attention-getter but that it would make the woman who saw it *want* the book."

The models shown in the book represent a host of novel, modish and practical ideas. The instructions are easy to find, clear, terse and readily understandable. The style pages start with old ladies' sweaters because they require more yarn, hence are a more profitable garment to feature, and because they are more in demand for all kinds of wear by older women who feel the chilly atmosphere more than their younger sisters. Then come garments for

Advertising Rate Advanced

Southern Ruralist space goes to \$1.50 per agate line flat, based on a circulation of 300,000.

New rate goes into effect with September 1st issue.

Southern Ruralist dominates the South. It is a big, deep-rooted, tangible power to be counted upon and to be reckoned with if you wish to interest the farmers of Dixieland.

The new advertising rate is 33 1-3 per cent higher than that of any other Southern farm paper. The circulation is almost twice as great.

If you are not already receiving "Bob's Book" and "Bob's Blotters," write and ask for this free service.

SOUTHERN RURALIST

AUDITED BY A. B. C.

ATLANTA

Send for Rate Card and Circulation Statement

CHICAGO	ST. LOUIS	MINNEAPOLIS	NEW YORK
J. C. Billingslea	A. D. McKinney	R. R. Ring	A. H. Billingslea
Advertising Bldg.	Post Dispatch Bldg.	Palace Bldg.	No. 1 Madison Ave.

*Successful Farming,
of Des Moines, Iowa,
reaches the Great
Wealth Producing
Heart of the Middle
West, with more than
800,000 circulation.*



will now welcome a chance to do it and will want garments of an entirely different kind than those which they wore before, or the plain, heavy, serviceable kind they used for protection when doing war work. This accounts for the many novel styles, decidedly feminine and natty of appearance, yet practical at the same time.

Most knitting books issued by yarn firms sell for from ten to twenty-five cents. The Minerva Yarn manufacturers decided to produce one that would cost more to put out and that would sell for

tions for making it without turning the page, its tendency to increase the vogue of knitting because of the new and unusual styles, and in addition the assistance it will be to his saleswoman in pushing sales in the yarn and fancy work department, while giving a better service to customers.

Tying up with the knitting book the Lees company furnishes the retailer with little style bulletins for redistribution. These are sent to him periodically, and each contains some new fashion idea in knitting—illustrated and giving full directions for the making of the garment.

From an advertising and merchandising standpoint the manual is strongly featured in the firm's trade advertising. Samples of the book, shade card and price list of yarns, etc., are sent to every merchant who answers the advertisements, and also to selected prospects and active accounts. In the national advertising the woman is told that the book will be sent to her postpaid for forty cents if her dealer cannot supply it and she will give his name.

Another help to the dealer is a gift shop which is located on the Boardwalk at Atlantic City to interest the tourists in Minerva yarns. Here, when a customer makes a purchase, either of yarn and the book or a knitted article of any kind, an effort is made to obtain her name and home address. It is then sent to the retail dealer in her town saying that she has bought goods, what goods it was, and suggesting that he write her. In this gift shop all of the new styles developed in the Fashion Studio are exhibited and sold after they have served their catalogue and style bulletin use. This is the only store maintained by the company and the work is done for the sole purpose of aiding the retail dealer.

New Dayton Agency

The J. Horace Lytle Company, an advertising agency, has been formed in Dayton, Ohio, by J. Horace Lytle, formerly with Power, Alexander & Jenkins Co., Inc., Detroit.



STYLE ILLUSTRATIONS TAKE ON AN ADDED CHARM WHEN THEY LACK STAGEY, POSED EFFECT

thirty-five cents. The present edition is the third volume of the Minerva knitting book, is more ambitious than the other two, and costs—on the basis of quantity publication, twenty cents a copy. The book is furnished to the retailer at cost, which gives him a profit of fifteen cents on each one sold. This profit is an inducement to the dealer to push the sale of the book and by pushing it he stimulates a demand for Minerva Yarns. The firm impresses upon the dealer the new kind of book that it has put into his hands, its value to the novice as well as to the expert because of the simple directions and layout which enable the woman to look at the garment while she follows direc-

NOT FIGURES—*SHIPS*, Completed and in the Water

A gain of practically 100 per cent as compared to the war pressure production of June 1918.

June 1918—58 Seagoing Ships completed—190,019 Gross Tonnage
June 1919—111 “ “ “ 412,243 “ “

(From report of vessels officially numbered and documented by the Bureau of Navigation, U. S. Dept. of Commerce.)

And more than 2,000 vessels have been added to the merchant marine during the last twelve months.

Does this look like a slump in the marine field?

There is business to be had *now* and a big market ahead—why, this field has \$140,000,000 a year to spend to keep this mighty fleet, as it stands now, in repair, to replace consumable supplies, worn machinery, for general repairs and upkeep and to do the necessary docking and painting, etc.

If you manufacture anything that can be used in a shipyard or on ship board, for new construction or repair, anything that can be used by shipbuilders or ship operators, **THE MARINE REVIEW** will carry your message direct to the men you want to reach—the buyers.

A direct route—no waste circulation—no diverting of reader interest in the editorial pages. A double-barreled concentration—editorial and circulation, you will not find this in the marine field outside of

THE MARINE REVIEW

Published by

THE PENTON PUBLISHING COMPANY

Penton Building, Cleveland

New York : 220 Broadway
Pittsburg : Oliver Bldg.

Chicago : Peoples Gas Bldg.
Washington : Metzgerott Bldg.

***Power Boating—The Marine Review—The Iron
Trade Review—The Foundry—The Daily Iron
Trade and Metal Market Report***

Members Audit Bureau of Circulations—Associated Business Papers, Inc.


VOL XXXI
NO. 12

HARVEST NUMBER
COMFORT
*The Key to Happiness and Success
in over a Million and a Quarter Homes*

OCTOBER
1919

*Peace and a Bountiful
Harvest Spell Prosperity*

Pub. 11th Mo.
P. A. GUTH
M. & L. 1919



He Can Sell That Back Page of COMFORT at a Big Premium

An advertiser who has the COMFORT back page reserved for October was considering a double-page spread.

"We'll gladly take the back page off your hands," we told him.

"You can't have it," said he, "I can sell it for a *big premium* today."

COMFORT preferred positions are at a premium now—space may not be available *at all* when the October Harvest Number closes. Mechanical conditions limit the number of pages we can print—while nothing seems to limit the demand for space in the one big magazine that reaches the best farm families.

Prosperity Plus Promised America's Farm Folks

Harvests are bountiful. The prices they will sell for are beyond the wildest dreams of a few years ago—absolutely the top prices of all time. Due to the use of improved machinery and improved methods the farmers have made their crops at reasonable expense. They will have more profits—more money to spend—than ever before in America's history.

They will spend much of it with COMFORT advertisers. If you want to be one of them in October we candidly recommend that you wire your reservation.

W. H. GANNETT, Pub., Inc.,

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Astor Hall

AUGUSTA, MAINE.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

**COMFORT Carries Your Advertisement Into
the Heart of the Harvest.**

Big Gains in McClure Advertising

THE September issue of McClure's Magazine closes its forms with 105 per cent. more advertising lineage than was carried in the September number of last year, and with an advertising revenue greater by 40 per cent. than the average for September in preceding years of the history of McClure Publications. Gains during recent months have been as follows:

*Increase in advertising lineage in 1919
over the same month of 1918*

April	-	-	-	25 per cent. gain
May	-	-	-	85 per cent. gain
June	-	-	-	125 per cent. gain
July	-	-	-	115 per cent. gain
August	-	-	-	103 per cent. gain
September	-	*	-	105 per cent. gain

McCLURE'S

The Salesman's Picture an Aid in Letter Writing

With Photograph in Front of Him, Sales Manager Is Better Able to Establish Sympathetic Bond

By A. H. Deute

I KEEP Bill Brown's picture on the wall beside my desk. If Bill's sales have been falling down a little, and from the appearance of the orders it would indicate that he has become slightly fatigued and a little weak in his batteries and needs a little recharging, I can look Bill right in the face and talk to him.

And instead of writing to a mythical Bill whom I haven't seen for many a day, there is Bill right before me and I can dictate a letter just as I would talk to him personally, and instead of writing "Dear Mr. Brown, etc., etc." I can look Bill over and say, "Darn you, Bill, you're getting old."

Bill is an enthusiast and we can talk it over and get things fixed up and he will feel better and away we go again.

But the kind of a talk that would bring Bill along nicely would never do in the case of Joe Long. When I get ready to write to Joe I look over that slightly concave profile and when I get ready to talk to him I have before me a man who is concise, mathematical, accurate—who reasons a thing out, not a man who can be sold by the power of suggestion, but a man who wants "reason-why" copy in his letter.

I can't jolly Joe into selling more goods. In his case we take a handful of daily reports and a handful of orders and a map and a review of trade conditions and what not and we analyze the whole proposition, and we finally come to the conclusion in our talk that it is possible right at this time to bring sales up to a certain figure, with a certain number of orders reasonably to be expected, and we allow a certain percentage of loss in volume for this reason and another for that reason

and we add a given percentage on account of some unusual advantage which maps and reports bring to light. We do not assume anything. We do not take anything for granted and we do not "ginger up." Joe is mechanical and mathematical and can't believe anything that you can't prove by the rule of three and algebra and maybe a little calculus to make it good and safe. But if you can show Joe by real figures that his territory should produce another thousand dollars' business the balance of the month, and if you can get the answer on paper, then Joe knows it must be so, especially after he has checked your figures. And if the figures say so, it's all right and he will go ahead and deliver the volume.

GETTING THE MEN'S MENTAL PICTURE

A page of "ginger talk" with a few carefully selected "cuss words" gracefully sandwiched in will bring an extra thousand business out of Bill.

Five pages of careful figuring and analysis will bring the extra thousand out of Joe.

But just picture to yourself the same letter going to both of these perfectly splendid fellows.

Let Bill get that technical piece of territorial analysis and he would read half a page and shrivel up and blow away. On the other hand, send Joe that page of ginger talk that was meant for Bill and he would look at it scornfully, exclaim "What's all this?" throw it away and get drunk or something and maybe feel insulted and want to quit his job.

One might as well treat a case of smallpox for toothache as to write the wrong letter to a salesman. And does it not seem right and natural that this should be so?

When we go out on the road to sell goods, while we have the same line to sell to all the different men upon whom we call, we put it up to each man in a little different way. Most of us are convinced that the set, memorized sales-talk is not the right thing to use. There are certain points we strive to make, but we arrange the presentation of each point to fit the prospect before us.

Now we want to get more business out of each of two or more salesmen, but it is obvious that what will prod one man along will fall down on another one.

With but three or four or half a dozen men the sales manager can keep them all in mind. Maybe he sees them all every week or two and can keep on closely intimate terms with them.

But how about the larger sales force, where the men and the sales manager meet only at rare intervals, and where it is a mighty hard thing for a sales manager to visualize each man? And those same men, getting to the house infrequently, are the very ones who need the utmost in that personal contact with the sales manager which is of such vital importance.

Now that is why the row of salesmen's photographs near the sales manager's desk is of such splendid service. The letter that really talks is the thing that counts. The letter that makes the man on the road feel right at home and comes to him not as a wild nightmare or a bad ghost in a hard moment, but comes along as a boost and helps him to find himself when things are in the state of everlasting cussedness in which every salesman now and then finds things—that's the letter from the house which does things. There's nothing which so helps the man writing the letter get it home to the man who gets the letter as having that man's photograph right before him so that he can look the man right in the face and talk to him.

And that brings up another fine old hobby of mine. There may be good sales managers who have never been on the road, but they

ought to be brought out and put into a museum where they would be worth a lot more as great natural wonders than they are to-day as sales managers. If they are successful as sales managers, but never were on the road, just think how much better off they would have been had they had actual road experience.

Mr. Smith might be a wonderful sales manager, but if he happened to be familiar with a certain territory he wouldn't write to Jones at the Blank Hotel, at Blankville, and give him Hail Columbia, because he would remember that the Blank Hotel was a disgrace to the country and the only reason the salesman stayed there was because the other hotel was a bigger disgrace, and he certainly wouldn't put a strong letter into that delicate and injudicious situation.

EN RAPPORT WITH SALESMEN

And another thing—a letter can't do the work unless there is a real bond of friendly sympathy between the sales manager and the salesman. Personally, I won't keep a man on the job if I get to disliking him personally. It isn't fair to the man. I know a commercial artist who absolutely refuses to draw stuff for a man he doesn't like personally. I used to think that was due to the "temperament" side of said artist, but I can see now why he does that.

Those of us who have been on the road before coming on inside know that when the tough days come what we need is a letter from the house that acts as a rope on which to hang on and pull out of the mire. We don't want a stick which is going to poke us in deeper. The one thing which used to aggravate me most was letters from a certain cub sales manager—the son of the president of the company—who used to write and tell me that my showing was rotten. He might as well have written me on a rainy day to tell me that it was wet. I knew all about it before he did, and knew it better than he could possibly know it, because I was

there when the wreck occurred. I was always one of the type who wanted a breezy piece of hot air. I knew it was wind, but it was a cool, soothing breeze and it helped. Any sales manager who would hand me any analytical stuff would be simply wasting his time.

But, on the other hand, right before me is the picture of a lively youngster. He is tough and rough and hard as nails, and he is the fighting, ranting type of youngster who impresses you as having eaten raw meat before hitting the territory in the morning. This boy goes bad, too, every now and then. He pulls raw stuff with the customers which helps him land the order but later on spells grief for the house and makes it important to clean up a mess quickly. It would never do to ginger him up or reason with him. When I look him over in his picture and notice that enthusiastic profile, with the addition of that big mouth and determined jaw and bold nostrils, I just simply go after him rough-shod, "with all four feet."

Just as you unconsciously size up the prospect when you meet him in his store or office, so you unconsciously drop into the right mood and proper flow of language when you look at the salesman's picture and then put it up to him straight.

If I would take the letter arranged for the youngster just mentioned and send it to another man we have on our sales force, this latter individual would almost drop dead from sheer fright. It would not only fail to improve the situation, but it would break down this man's confidence and make him worse. This particular man is a splendid salesman. He has succeeded in overcoming a handicap which for many years held him down to low earning capacity. He has more than doubled his earnings by getting a certain amount of self-assertiveness and self-confidence. I recall the exact hour when this self-confidence came to him and when he stood up and told the boys that he had found something he had lacked be-

fore. And from that moment his value to the house and to himself began to grow. Now wouldn't it be a shame to take this honest, conscientious, thoughtful, studious salesman and throw the time-honored monkey-wrench into his mechanism and maybe put him back to where he was before.

All I have to do to him is to whisper gently that so and so is showing him up, and that possibly he does not know it and no doubt now that he has been respectfully informed it will stimulate him to greater activity. A quiet, decent, business-like note will bring wonderful results from this salesman. The minute you look at his picture you can just reach right out and find the exact method of talking to him and unconsciously it is done properly.

I believe that the greatest work a sales manager can do is to write letters that make men do things. It is a wonderful thing to have the opportunity of multiplying yourself to the extent of making ten or twenty or a hundred men do things. Maybe the particular sales manager could go out and sell \$500 a day, whereas the salesman who can hold at \$250 a day would be considered satisfactory. But just think how much more that sales manager can accomplish if, by talking things up to his men, he can make each man sell just \$25 a day more, and with his sales force of fifty men he can consider himself personally responsible for \$1,250 a day.

And there is not a sales manager sitting at his desk who has ever been on the road himself but realizes that the right kind of letters from the right kind of sales manager will do just that. What the salesman unconsciously wants is letters that will strike home to himself personally. And how better can we get close to the salesman and make ourselves valuable to him than by being able to reach up, get a picture of the boy and then, looking him in the eye, talk things over from the fullness of our own experience and with real sympathy for him and his needs?

Wounded Soldiers Have Advertising Study Club

A hundred or more convalescent soldiers at Fort Sheridan, Ill., have formed a club for the study of advertising. Weekly meetings are held at which addresses are made by various Chicago advertising men.

The idea is a part of the vocational training for soldiers at Fort Sheridan. This training of course branches out into many other lines but of special interest is the advertising class. It is made up for the most part of soldiers who have had no experience in advertising, but among its members are several former advertising managers and advertising directors.

Miss B. Cuzzort, who is in general charge of the vocational work at Fort Sheridan, told a member of the **PRINTERS' INK** editorial staff who made an address before the advertising club recently that she thought the work would result in quite a number of new recruits in advertising. The earnestness of the men is notable despite the fact that a number of them are confined to their cots or wheel chairs.

Canada Advertises an Opportunity for Ex-Soldiers

Advertisements of the Ontario Department of Education, Canada, ask the returned soldiers to be taught so that they may teach. In a recent newspaper advertisement that department gave the following outline of its plan:

"The Ontario Department of Education desires to acquire the services of men who fought at the front to train as teachers in Ontario schools.

"This step is taken in the belief that the educational system, in this manner, can acquire men of such spirit and force that the full benefits of the war experience, and of the sacrifices made, will be the inheritance of the children of the Province.

"With this end in view the department has decided to pay the expenses of the soldier in training, including tuition, books, travelling expenses and living expenses.

"The qualifications are applicants must have attended a high school or collegiate institute, or have had an education of an equivalent standing, either in Ontario or outside of it."

"Y" Men Know When Army Illustrations Are Wrong

THE KNAFF COMPANY, INCORPORATED
ALBANY, N. Y., August 8, 1919.

Editor of **PRINTERS' INK**:

Just where the trouble lies I'll leave for you to decide, but I just simply can't stand it any longer.

Very recently there have come to my attention in the most popular magazines, covers, illustrations and ads portraying some phases of army life. One a returned soldier and his mother greeting each other in the front yard—said

soldier with his gun over his shoulder. Impossible. Another, an officer of the United States army with his spurs on—said spurs with rowels in them. Out of the question; the United States does not allow it. Another soldier with his service stripes on upside down. Ridiculous. And still another, along a different line, a whole page ad showing a picture of the eastern and western continents with a "strong man" standing astride the ocean, with the American continent where Europe ought to be.

I am only a poor ex-Y man but I have taken note of these things. What do you suppose our four million boys who have had actual army experience think of them? Do you suppose the pictures "get across?"

Whether the fault lies with the artist or the final O. K. man, I'll leave, as I said, to you to decide.

Just give this a little publicity in your very valuable magazine if possible. It may have the desired effect.

JOHN E. FAULKNER.

China Restricts Tobacco

China's Ministry of the Interior has sent forth the following instructions in order to restrict the use of tobacco:

"It has been noticed that almost everybody in the country has indulged in the use of cigars or cigarettes, which will become a worse curse to the nation than opium in former days unless some restrictions are imposed. It is hereby decided that before taking up any measure for the total prohibition of its use, the following restrictions shall be imposed: 1. No boy or girl under 18 years of age shall be allowed to smoke cigars or cigarettes. 2. Any military or naval men using it shall be punished. 3. The use of cigars and cigarettes in all government schools and colleges shall be strictly prohibited."

Klim on the Soda Stands

"Klim Shakes," a soda-fountain drink, is being advertised in Syracuse, N. Y., and New Orleans, by the Merrill-Soule Company, Syracuse. These local campaigns will not interfere in any way with the national advertising for Klim as a household product.

The results of the Klim Shakes campaign, according to Robert G. Soule, secretary and sales manager of the company, "have been most gratifying and we believe Klim Shakes will in a very short time be widely known and in great demand."

W. R. Warren in a New Field

W. R. Warren, formerly assistant advertising manager of the Corticelli Silk Mills, Florence, Mass., and who was once advertising manager of the Westfield Manufacturing Company, Westfield, Mass., is now advertising manager of the Sexton Manufacturing Company, Fairfield, Ill., manufacturer of underwear and nightwear.

A Basis of Comparison

Figures and facts have meaning only when compared to other related figures and facts.

One paper has a circulation of umpty-um thousand, but unless you have other circulation figures in your mind as a basis of comparison, it might as well be umpty thousand.

Knowing space buyers are governed by the "basis of comparison" method. Their judgment of the value of Cleveland newspapers is seen in the following figures:

Advertising Appearing Jan. to July inclusive	Advertising Appearing During July, 1919
Plain Dealer . 9,565,953	Plain Dealer . 1,514,850
Press . . . 8,372,725	Press . . . 1,295,325
News . . . 5,862,325	News . . . 864,150
Leader . . . 1,971,552	Leader . . . 229,575

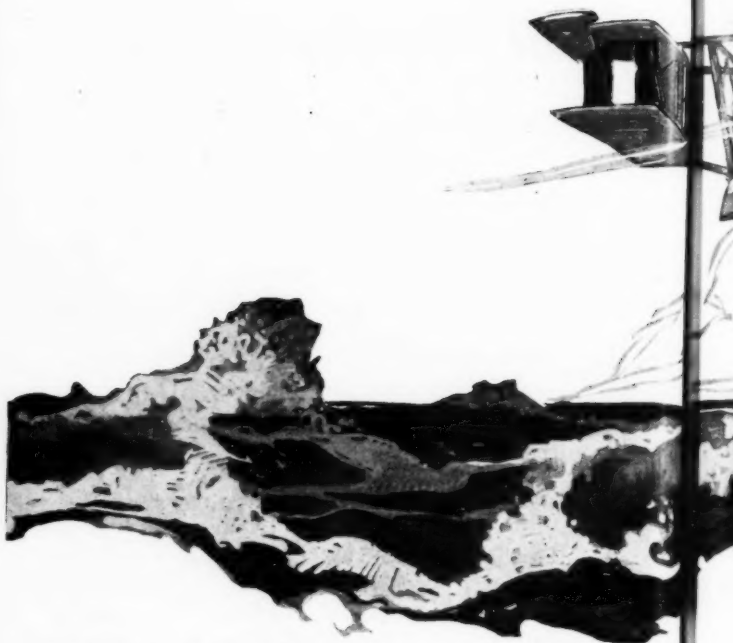
Application of this "basis of comparison" leaves no doubt as to the advertising superiority in Cleveland of

The Plain Dealer

Largest Morning and Sunday Circulation Between New York and Chicago

Eastern Representative
John B. Woodward
Times Building
New York City, N. Y.

Western Representative
John Glass
Peoples Gas Building
Chicago, Illinois



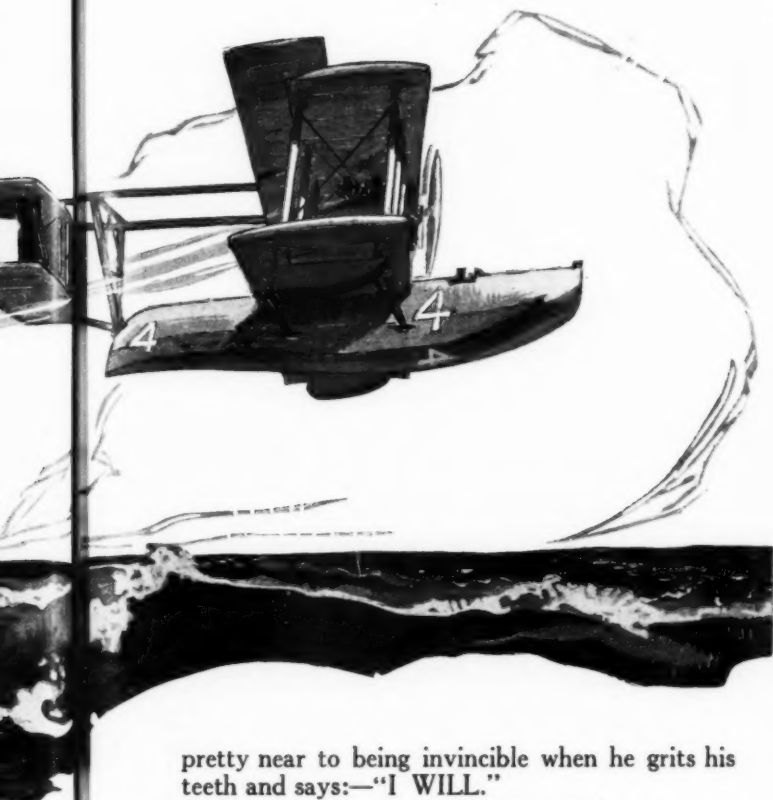
Times Do Move—

It was only Yesterday that the world shrugged its shoulders and smiled at the mere hint of bridging oceans with Airplanes. "That time will never come", we smiled, indulgently. And then, an airplane did it, just to prove to us that man comes

The Ethridge

New York Studios, 23 EAST 26TH ST.

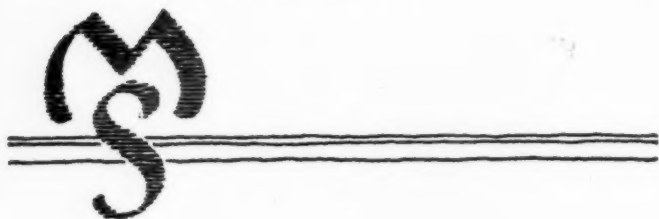
Chicago Studios, 140 NORTH DEARBORN ST.



pretty near to being invincible when he grits his teeth and says:—"I WILL."

It was only Yesterday that Advertising smiled at the thought of paying more than a few dollars for commercial Art. "The client will never reach the thousand-dollar mark", they told one another, "not in a thousand years." Yet Today innumerable campaigns deliberately seek superlative advertising art because they have grown to see the futility of the cheaper sort. The principle of the thing was wrong. A successful advertiser doesn't want that sort of false economy.

*Association of
Artists*



Pry into the consciousness of your readers with the crowbar of a good illustration.

Open the way for the introduction of the sales argument by means of the universal language of art. The confidence with which nationally known advertising men use Meinzinger illustrations is a testimonial of results.

Meinzinger
STUDIOS

DETROIT. Windsor, Ont.

Produce More to Cut Living Costs

An Appeal to Cut out Oratory and Get to Work

By P. L. Burkhard

THERE have been many attacks made on the stop watch method of speeding up in production. It has been said that it made manufacturers think of a worker as a machine or a commodity, not as a co-worker on the same job.

Industrial engineers have often been the subject of occasional flings at their speed-up methods by men who think selling ideas are the main thing in production.

Men have intimated that efficiency experts in manufacturing plants should be immediately executed—and I take pen in hand to tell why I think not.

As an industrial engineer who has come in contact with the manufacturer who says that to satisfy the working man he must be paid \$10 an hour and allowed to stay in bed and the agitator who asks as much the other way I shall advocate a campaign from a different angle.

Not having an appropriation with which to inaugurate a national campaign I am going to ask the readers of *PRINTERS' INK* to sell this idea for me, provided they agree and see the justice in my plea.

Every one to-day is concerned chiefly with combating the high cost of living and trying to establish who is the profiteer. Congress has conducted its investigations and all over the country valuable space has been devoted to the war on prices as it is waged. Some evidence has been secured and more will follow, but when it is all over we shall all pay about the same price when we go to market.

We are familiar with the theory that the dollar is worth but 50 cents to-day, and when most men get their pay envelopes they know they are only getting about half of the sum that is prefixed by the dollar mark. Yet

when these same men go to buy something they forget all about the new theory and expect a whole dollar's worth of advertised goods for their 50 cents. The cry profiteering arises and the interest that has followed the headlines attests the popularity of the cry.

You can ask yourself one of two questions, first, why did the purchasing power of the dollar depreciate, or second, why did the price of commodities go up? One or the other is correct and while there are many contributing reasons the most important answer is that since one of the most important elements of production cost is labor cost you cannot increase this labor cost without increasing the price of the product.

THE MOST PRODUCTIVE PEOPLE WIN

I believe that wilful profiteering has existed only in a few isolated cases. I prefer to give every one who has profited the benefit of the doubt. But to clear up the situation in our own minds why not trace this back to the beginning, only four years to consider.

In 1915 it became evident even to the blind that the war would be won by the nations that were most productive. We recognized the problem as an industrial one. The first day a war industry made a bid for labor by offering wages above the market price for the class the high price wave was launched, that is, the dollar began to lose its purchasing value.

As men left their peace time work for war wages they were replaced at a higher rate than had been paid before. Farm hands, grocery clerks, truckers, laborers, no matter who, were either replaced at a higher rate or else were kept on the job

by immediate and higher wages.

Who should bear the increase? If the farmer, the grocer, the butcher, the wholesaler or the manufacturer had paid this increase out of his own pocket he would probably have been wiped out, so as is always the case, the ultimate consumer accepted the new burden. And the ultimate consumer was the farm hand, the grocer clerk, the milk man, etc., who had taken the war job. As prices went up labor made its demands anew and up and up prices continued to go.

That is the condition we find ourselves in to-day. Everyone is crying "profiteer" and no one is willing to say "I am he." Yet when truth is said there are many who are guilty. The question is, are you and I in the same game?

If I am *right* I shall expect the ad men to tell my story; if I am unable to convince, the fault is mine. To-day, as during the war, our problem is one of production. If prices are to tumble we must create a margin out of which the drop is to come. You for one won't agree to a cut in salary, nor will the worker who produces the product you advertise, and if you know the finances of the company whose account you handle you will know that they cannot bear the cut. Yet everyone of us wants prices to fall.

Prices can be reduced, contrary to all former denials of the fact. Prices can be robbed of their effectiveness in two ways, first an actual decrease in selling price, that is, restoring the purchasing power of the dollar to a considerable extent, and second, by increasing wages, that is, increasing the number of dollars to the worker.

To effect this desired result requires more than a better system of distribution, it requires a greater distributive fund. This is not so difficult as it would seem. The average industry to-day is susceptible to increased production with proportionate decreased costs of from 30 per

cent to 300 per cent. This might seem exaggerated when one considers that the efficiency of American industry increased so rapidly during the war.

However, as a matter of fact, the efficiency of American industry did not increase during the war. Production increased, yes, but efficiency can be calculated only in relation to cost, that is, the maximum production at a minimum expenditure, and the present h. c. l. is ample proof that the minimum unit cost of production was not attained.

YEARS OF ABUSE HAVE BRED DISTRUST

This brings us back to our first paragraph. Due to years of misunderstanding, years in which the employer felt that he was czar of his own shebang, the working man became suspicious of the efficiency expert who, regardless of human element factors, spent his time speeding up production. This expert may have been guilty of the rankest kind of inefficiency. It never was efficient to expect more of a worker than he could perform consistent to his own health and personal well being. It never was efficient to time a man as if he were a machine and then set a rate accordingly. It was just this sort of thing that the worker was up against and to-day in many communities the stop watch is regarded with distrust.

There is no sound argument against the use of a stop watch. It should be labor's protection, if properly used. There is no sound argument against speeding up if workers are doing four hours' work for eight hours pay as is the case in many industries. The purpose of timing should always be to establish what is an honest day's work and to cut out the waste that are obstacles to the producer. Wage rates should not be set by timings, but individual effort should be adequately recompensed and when a worker produces more than the accepted normal or honest day's work he should receive full value of his productive effort. If organized

The Center of Distribution of North America

THE Advertising Club of Indianapolis, with the hearty support of Indianapolis business institutions, extends a cordial invitation to the Associated Advertising Clubs of the World to hold the annual convention in 1920 at the center of distribution of North America.

THE INDIANAPOLIS NEWS

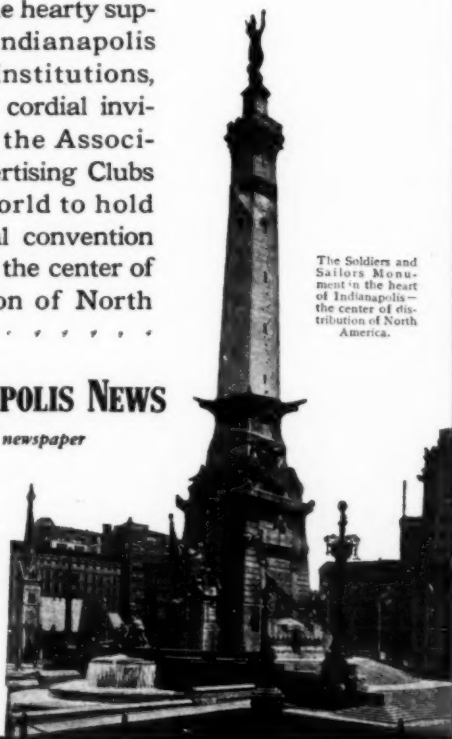
for 50 years a newspaper

New York Office
DAN A. CARROLL
Tribune Building

Chicago Office
J. E. LUTZ
First National Bank Bldg.

FRANK T. CARROLL
Advertising Manager

The Soldiers and Sailors Monument in the heart of Indianapolis—the center of distribution of North America.



labor can find fault with this in either theory or practice it is because neither is understood.

To-day every effort should be expended for greater co-operation. If purposes are only known and understood difficulties will rarely arise. The effort of every worker, whether employer or employee, should be directed toward increasing production and reducing unit cost so that there will be a margin sufficient to permit reduced prices.

The man who stands in the way of this purpose is himself guilty of profiteering. When labor forces industry to increase wages without regard for greater efficiency on the part of the worker, then labor is guilty of profiteering. When a manufacturer remains deaf to the progress of the day and permits inefficiencies to thrive, like a parasitic growth without attempting to overcome the evil effect he is profiteering, but unfortunately neither the laborer nor the manufacturer benefit under these conditions. The profit goes to waste, the inefficiencies are paid for by the ultimate consumer and we are all forced to pay tribute.

As an industrial engineer and as an advertising man, who has dealt with labor, I can say that stop watches, speeding up and efficiency practices will be accepted by any group of men if they are only shown how and why and given a square deal, for they are all square and willing to go through for the good of firm, efficiency man and themselves.

The problem, however, remains as before, one of high cost of living, due to existing wastes in our industries and unless the firm and the men are shown the truth profiteering will exist, and no one will get the profits. So instead of unthinkingly subscribing ourselves to the motto, "Let's go," let's get together and put the story across of how the campaign on waste can be waged: "Let's Think."

Henry Matthies is again with the Bannon Brothers Company, Inc., St. Paul, Minn. He will handle the advertising work of that organization.

Mexicans and American Advertising

Pictures and colors, bright colors, should be used to advertise American articles in Mexico, according to Consul J. S. Stewart, who gives this opinion in a report based upon facts gathered from retail merchants in Chihuahua.

These merchants state that their customers invariably ask for the "rose" brand, for instance, whether they are calling for canned goods, a penknife, a plow, or a piece of muslin. Using the words "Our Beauty" or a trade mark not easily remembered is a poor substitute for the picture of an "Indian" or "Steamboat." The poor, illiterate class of Mexicans call for an article by "picture," and for this reason, also, firms advertising their wares and using posters and signs would do well to illustrate their advertisements with a picture or an easily remembered mark, thus enabling the buyer to readily identify their products. In the United States the consumer asks for "Smith's bacon" or "Jones's saw," but in Mexico he wants "Donkey" brand soap or "Star" brand hatchets.

"The color of an established article," says Mr. Stewart, "should not be changed unless absolutely unavoidable. If a certain plow is painted green, the wheels of a wagon yellow, the retail merchant is sure to experience difficulty in selling an old customer the same plow and wagon if the color of the plow and that of the wheels are changed. An American manufacturer did actually at one time make the mistake of changing the color of the wheels of his high-grade farm wagon, and the farmer was not easily convinced that the red wheels were 'as good as' the yellow ones of his former wagons. Needless to say the complaints were many, and the old color continued after a short, costly interruption."

Watch Size and Color of Envelopes

Much difficulty in the handling of mail is encountered, according to postal authorities, that can be traced to odd-sized envelopes, folders and cards, and to the fact that some of these are of such color that the writing is not discernible.

A clear space of not less than three and a half square inches for the address, return card and stamp is required by postal regulations.

Hamilton, Vice-President, Van Patten, Inc.

William T. Hamilton, Jr., formerly advertising manager of the *Cosmopolitan*, New York, has been made vice-president of Van Patten, Inc., New York, advertising agency.

The *Cosmopolitan* has announced that William S. Bird has succeeded William T. Hamilton, Jr., assuming the title of eastern advertising manager.

A Message to Business Men

Recently one of New York's leading business men said to me:

"If you could sit down and talk with every business man as you have talked with me—if you could show him, as you have shown me, the sincerity of purpose behind the **Commercial**, the desire to be of real service, the basis of value—there isn't one but would gladly take the paper, and give you his active support and co-operation. The kind of paper you are publishing deserves five hundred thousand circulation."

Unfortunately, I can't meet you personally. I wish I could. But I can tell you something of what the **Commercial** is, and what it is doing.

To begin with, the **Commercial** is the National Business Newspaper. Its field is that of business—its readers, the leading business men and executives in more than seventeen hundred cities throughout the United States and Canada. With its daily pages of market quotations and information, it is of direct value to every man or firm with something to buy or sell. Purchasing agents find it invaluable. Heads of business secure from its columns a better idea of financial and general conditions, both at home and abroad, than they can from any other publication. The important subjects of Foreign Trade and Shipping receive especially authoritative treatment each day. All the vital news, as it relates to business, is presented daily, condensed for the busy business man.

Back of all of this is the militant purpose to help establish sound and stable economic conditions in this country. Day in and day out, the **Commercial** is urging a square deal for business—is working against all those "Un-American" interests that are destructive. Business men must, from now on, work together—they must make business a powerful, constructive, organized force. To that end, the **Commercial** is dedicated. Such organized force must find accurate, intelligent, militant expression. Herein lies the great service of the **Commercial**.

Clean, honest, without strings, with no selfish or ulterior motives, its sole consideration the general good and welfare, the **Commercial**, with one hundred and twenty-four years' of genuine service behind it, is in the position to represent business as it should be represented—to help business, the right kind of business, to come into its own, and assume its rightful leadership in national and international affairs.

To accomplish this, the **Commercial** is co-operating whole-heartedly with the United States Chamber of Commerce and all other business organizations devoted to the advancement of business.

We are here to serve.

In this vitally important work, are we not entitled to the support and co-operation of every business man who realizes the nature of the problems that confront this nation and the world, and the part business must play if fair and just solutions are to be found?

You can help by becoming a reader of the **Commercial**, and thru your support and counsel aid to broaden its scope and increase its field of usefulness and service.

Russell R. Whitman
President

NEW YORK COMMERCIAL

"The National Business Newspaper"

38 Park Row

NEW YORK, N. Y.

Established 1795

\$9 a Year by Mail
in U. S., Canada
and Mexico

5c a Copy
on
Newsstands

"ONLY REAL SERVICE COULD EXIST SO LONG"

Member A. B. C.




A Change That Increased Results 41 per cent

A SHORT time ago a full page advertisement was published in a magazine of small circulation by an advertiser who sells direct. It produced 810 replies. Later a tested headline appeal was substituted without change being made in the body of the copy. The result was 1140 replies from the same size space in the same medium, an increase of 41%. This furnishes a striking illustration of the value of tested headline appeals.

This is only one of many similar tests which account for this organization's ability to write strong, appealing copy. The element of chance is eliminated as much as possible.

Through careful experiments of this kind in the interests of large mail order advertisers, we have been able to separate advertising copy into its various factors.

And our records indicate unerringly the result-producing power of each factor. Results have also shown us the exact relative importance of position, of size of space, and the comparative pulling power of every type of publication.



This experience can be used just as profitably by advertisers who sell through dealers as it is now being used by leading mail order houses—for selling goods, whether by mail or over the counter is fundamentally the same. The method of selling is not the big thing.

COPY is the Big Thing in Advertising

The right kind of copy—copy that sells goods in the way that best suits the advertiser's requirements—will overcome the defects of imperfect distribution. It will correct merchandising faults. It can bring a certain measure of success even though everything else is wrong.

For more than six years we have been getting results for our clients through the copy we have written, and because of the success we have brought to them through copy, we are today placing the largest volume of direct result advertising.

We are now prepared to supply this proven copy-writing ability to any merchandise advertiser. May we demonstrate to you that better copy will help your business to become more profitable?

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING

404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD



Wilfred O. Floing Company is particularly well equipped to serve advertising agencies and advertisers.

This is true because many of our men have enjoyed extended agency experience; and the organization as a whole is thoroughly familiar with agency methods.

It is only to be expected, therefore, that relations between this organization and the advertising agency are more than ordinarily satisfactory.

WILFRED O. FLOING COMPANY

1316 Garland Building
CHICAGO

The Leaks in Direct Mail Selling That Can Be Plugged

How to Chop off Some of the Clerical Frills That Gobble Up Profits

By R. M. Rhodes

"NO," said a well-known mail-order man when, at the request of PRINTERS' INK, I called on him with the avowed purpose of getting him to express his views on the profit leaks to look out for in the mail-order business, "I haven't time just now."

His statement had the ear-marks of truth, judging by the array of catalogue page-dummies spread out on his big flat-top desk and the long table behind it, and judging also by the big pile of catalogue page-proofs in his "In" basket.

But sometimes it pays to wait a few minutes in such a case and not take a too-prompt "No" for an answer. For the busy man very often finds some time or some way to furnish the desired information, and what the busy man says is often very much worth while.

And so I just "sat tight" and talked mail-order generalities for a few minutes.

"Yes," said the mail-order man, in answer to a question, "I have all sorts of schemes put up to me, most of which are foolish. I get a good many letters that show amazing ignorance of the mail-order business, some of them from people who want to start such a business and want me to help them finance it, and others from men who already have a mail-order business and are struggling along trying to make it pay, and think they could if only they had more capital and could expand their business so they could buy in bigger quantities or build a plant of their own or something."

"Do you answer such letters?"

"Nearly always, unless I think they are from cranks," he replied. "Now this morning I received a letter from an old friend of mine who has a small business and he thinks it is a world beater of an idea. He admits he hasn't been able

to make money yet, but he believes he will next year if he can only advertise more heavily this fall. But he hasn't the money. He wants me to buy an interest in the business—something less than 51 per cent, I surmise," he explained chuckling, "and invest some money in advertising."

"He was rather business-like about the proposition, at that. Wrote a six-page letter telling me just what he has done since the business started and what he expects to do, and telling in detail all about his system and how much payroll he has and how it is distributed, and all that sort of thing. But he'll never make a go of it working under his present methods and I wrote him a letter telling him so and just why. Perhaps you'd be interested in seeing the letter."

SIMPLICITY MUST BE FOUNDATION OF OFFICE SYSTEM

He fished around in a bunch of papers in his "Out" basket and finally produced a carbon copy of the desired letter and handed it over.

While I read the letter he turned to the work on his desk.

"I think PRINTERS' INK would be very glad to have this letter to run as an article, Mr. Blank," I announced when I had finished reading it. "Won't you let me have a copy?"

"Why, I don't know. I suppose so, provided you leave my name out of it."

Here is the letter:

"Dear —:

"I've read your letter of the 20th over very carefully and I'm going to be very frank with you and say that I can't see my way clear to invest any money in your business, promising as its future may seem.

"There are two reasons: The first is that I never put money into outside businesses, and the second is—and I am going to be very blunt—because I can't see the possibilities in your business that you can under your present system.

"You have too much clerical labor entirely, and your whole business is too complex. I am convinced that until or unless you can greatly simplify the business you will never make much money, no matter how much advertising you do or how large your volume of business grows, for your system is going to grow even more complex as your business grows, involving a tremendous amount of correspondence and clerical work. And you can put it down as one of the fundamentals, that involved clerical labor is death to mail-order profits.

"If I could have just the kind of a mail-order business I wanted it would be a business in something that I could buy already packed in mailing cartons, so I could fill my orders merely by having labels typewritten and pasted on the packages. All else I would do would be to make out a customer card and enter the order on it.

"Subsequent orders, if there were any, would be posted on this card, and those cards would form my mailing list. If the business were such that three mailings a year were required, I would have stencils cut; otherwise not.

"I would avoid all other system, and I would also avoid dictated or form correspondence so far as possible.

SHOULD DISCOURAGE CORRESPONDENCE

"Now see how far your business is from that ideal:

"In the first place you encourage correspondence; you want to 'build up a friendly feeling' between your customers and yourself. The friendly feeling idea is all right, but take my advice and don't try to do it with correspondence any more than is absolutely necessary, for every letter you write costs from five to seven cents, and some correspondent may get things so balled up by writing a confused or

irritating letter that it will take half a dozen letters to straighten matters out. And in the end the friendly feeling may have faded.

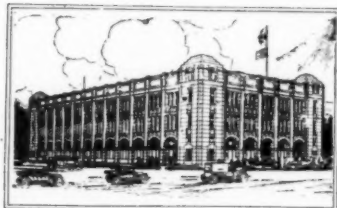
"No; the very best and cheapest way to build up a friendly feeling toward your business is to describe the merchandise fully and honestly in your literature in the first place; have the goods in stock when the order reaches you; and fill the order with all possible promptness and care. That will prove your best method of building good will and drawing repeat orders.

"In selling a high-priced article it is a nice courtesy to write a letter advising that the article has been shipped and expressing the hope that it will prove satisfactory. But you can't afford to do that with merchandise at the price range in your catalogue. If your merchandise is right and your service is what it should be, you won't have to build up a staff of correspondents such as you plan.

"I repeat, cut out all the correspondence you can. Anyway, it is *how you serve*, not *what you say*, that counts in the mail-order business, so use your good judgment in keeping up your stock, not in filling up your stationery.

"Then, the next point, I think you are storing up trouble and expense for yourself in that scheme for giving a premium when a customer has bought ten dollars' worth of merchandise, or more. You are going to run into a pile of detail work in keeping track of the little coupon slips and posting your customers' cards. I've seen that tried before. It's a great temptation in the mail-order business, but it generally leads to endless detail; first thing you know the 'one bright girl' who was going to take care of the whole thing develops into a room-full of girls (not very bright at the price you can afford to pay!), and you are sinking profits fast. You are trying to follow the lead of a certain mail-order soap business, but don't forget that the bulk of their business is on ten-dollar unit orders, with the premium selected and shipped at the same time. It is all done at once. The whole point of the premium is to get a substantial

The Power of Picture Appeal



THIS is nowhere so greatly shown as in the public's ever-growing fascination for the "Movie," which in turn has created a still greater desire to see pictures in print. The Rotogravure Section of the Sunday papers is the most popular part of the paper. It is the part that readers save. It is the part that contains pictures of their returning soldier boys and events of local interest. It is the part, therefore, that has the greatest influence on the reader.

In the Rotogravure Section of the Detroit Sunday News, the advertiser has an unusual opportunity to deliver his message. For the Rotogravure Section of the Detroit Sunday News has the power of concentrated circulation behind it—over 40% greater city circulation than its only Sunday Competitor.

Besides getting the value of local circulation influence attached to your advertising in the Rotogravure Section of the Detroit Sunday News you also get the equal of magazine appearance plus an exclusive value of greater permanence.

The Rotogravure Section of the Sunday News, printed on the best paper stock in its own mammoth newspaper plant—the finest in America—offers advertisers the finest artistic effects, too.

The Detroit Sunday News Rotogravure Section will put the universal power of the picture appeal behind your Michigan advertising.



The Detroit Sunday News

The Advertiser's Exceptional Opportunity

Always in the Lead

order, not to build up ten dollars in sales, dollar by dollar.

"It seems to me your system of typing, recording, posting and addressing orders is too complex. It seems to double on itself in places. If I were you I'd forget that I had any system and spend a whole day—or a week if necessary—locked in my office with a typical order and concentrate on the problem of getting that order through, filled and filed with the least possible handling, copying, marking, tearing, typewriting or checking. Keep in front of your mind all the time that every time that order has to be even *touch*ed some of the profit is lost. For touching means people and people means payroll and payroll eats into mail-order profits scandalously.

"Imagine every order you receive was written on paper coated with sheet gold and every time anybody picked up an order to enter it, check it, take off the address, or for any other purpose, some of the gold stuck to his or her fingers and you lost it. That's the way we worked out our system—with this gold idea in mind at every step. You can bet we don't have any involved clerical labor."

There was more to the letter, but it was specific suggestions concerning the friend's particular business that would be of little interest to men selling by direct mail, so they are omitted here. I believe that enough has been quoted, however, to show how strongly this man feels about the importance of keeping mail selling and system as simple as it is possible, avoiding all unnecessary correspondence and involved clerical detail.

Wellman Succeeds Lucius French

Fred Wellman, who has been associated with Carl G. Fisher, of Prest-O-Lite and Indianapolis Speedway fame, for the last four or five years as advertising manager of various Fisher enterprises, has been appointed advertising manager of the National Motor Car & Vehicle Corporation, Indianapolis, succeeding Lucius French, who resigned to become secretary of the Western Oil Refining Company, Indianapolis.

Chicago Printers Ask Higher Wages

Trouble is looming again in the Chicago printing field. The printers, pressmen, press feeders and binders have made some demands for a radical wage increase. The matter now is under consideration by the Chicago Typothetae and a decision likely will be announced soon.

Last February the printing trades unions made some similarly radical demands. After considerable discussion a settlement was made granting a large wage increase and a two-year contract was signed. It was specified in the contract that no further demand should be made during the two years.

In the February agreement, which was to hold good for two years, the printers and pressmen were given an increase to \$36 for a forty-eight-hour week. This represented a notable advance over the then existing scale. Now the printers and pressmen demand \$48 for a forty-four-hour week.

Cylinder press feeders want \$44 for a forty-four-hour week, binders insist upon having \$55 for the same period, and bindery girls are demanding \$24 per week.

Downey Vice-President Street Railways Adv. Co.

James T. Downey, who has had some twenty years' experience in street car advertising, and who, as a manufacturer, has been a user of much street car advertising, has been made vice-president, in charge of sales, of the Street Railways Advertising Company, New York.

He was formerly president of the Chicago Elevated Advertising Company, Chicago, and was an organizer of the Downey-Farrell Co., Chicago, maker of "Downey's Delight Oleo."

Griswold Succeeds Tripp

Walter J. Griswold, who has been connected with the foreign advertising department of the *Herald and Examiner*, Chicago, has been made Western manager of the *American Weekly*, the magazine section of the Hearst Sunday newspapers. He succeeds W. H. Tripp, who is now with the Peterson-Dean Co., an advertising agency at Grand Rapids, Mich.

C. E. Goodman With Canadian Publication

C. E. Goodman, who went overseas with the Second Canadian Tank Battalion, is again business representative of the *Canadian Railway and Marine World*, Toronto, Canada.

Brown With "Post-Dispatch"

Clinton Brown, who formerly conducted an advertising agency at Lincoln, Neb., is now manager of the service and promotion department of the St. Louis *Post-Dispatch*.

Lumber \$100,000,000 Annually

LUMBER—which is only one of a score of basic industries centering about Houston—contributes to the wealth of this region over a hundred million dollars a year. Houston is the center of this industry for many reasons, one of which is the union of eighteen railroads and the great ship channel to the Gulf of Mexico.

Such sources of wealth as this help to account for the fact that no city has more home owners, more office buildings or more hotels in proportion to its size than Houston.

THE HOUSTON CHRONICLE

is the dominating publication, both in circulation and in influence, in this great trade territory. Its daily circulation of 55,000 is 11,500 greater than any other paper. It has more readers in a radius of 100 miles than any other paper in a radius of 150 miles.

This circulation supremacy is accompanied by influence with distributors, dealers and consumers.

The way to success in the Houston market is Chronicle advertising.

Let the Bureau of Research and Business Promotion of the Chronicle investigate the market for your product.

THE HOUSTON CHRONICLE

M. E. FOSTER
President

J. E. McCOMB, Jr.
Manager National Advertising

HOUSTON

JOHN M. BRANHAM COMPANY, Representatives

Mallers Bldg., Chicago

Kresge Bldg., Detroit

Candler Bldg., Atlanta

Chemical Bldg., St. Louis

Brunswick Bldg., New York

The New Advertising Era

The Sudden Increase in Volume—The New Effectiveness—The Multiplied Possibilities—The Increased Necessity

A Review by Lord & Thomas

With the signing of the armistice there came in a day a new era in advertising. Never in the history of this important industry has anything occurred so momentous, so far-reaching and so radical.

Many a dormant manufacturing business awoke overnight. Restricted business found itself unbound. War-time business was suddenly forced back into peace-time channels. Boundless new possibilities suddenly loomed into view.

The volume of advertising, as a result, quickly broke all records: Magazines and weeklies jumped to new sizes. Popular newspapers found themselves overwhelmed.

The business of Lord & Thomas, so far this year, shows an increase of 42 per cent over the same period of last year. And nearly all this increase has come from long-existing clients, because up to now we have not been able to increase our facilities fast enough to serve many new patrons.

Reasons, as We See Them

Many causative factors are revealed to us through our widespread inside view.

Some of our clients, during war-time, were restricted in production. Their obvious course was to get back quickly to their pre-war volume.

Numerous advertised articles had been modified by war-time scarcities. Makers of those products wished to announce return to pre-war quality.

In many lines makers had to deal with acute price uncertainty. Mammoth factories, changed to war production, had to win back peace-time trade.

But there are other more enduring factors. One is the general feeling that years of great prosperity lie immediately ahead.

The large increase in wages has multiplied consumers in most lines. Workingmen are buying what they rarely bought before. Farmers were never so prosperous. The buying power of the great nine-tenths has been doubled on the average. Luxury lines in general are now breaking all sales records.

Some of these are permanent markets. There are vast new fields to cultivate in nearly every line, and advertising forms the quickest way to do it.

A New Effectiveness

It is also evident that advertising has gained a new effectiveness. Something has brought it new respect and attention.

We attribute this, in part, to war experience with Liberty Loans, war charities, etc. Advertising has never brought such results as today, despite its large increase in volume.

Sales of advertised articles have grown beyond all prece-

dent on long-established lines. Demand has multiplied on some from two to four times over. Nearly every old basis of figuring cost and result is obsolete today.

Doubtless this is due in part to prosperous conditions. But increase in the lines we handle comes not merely from increased demand from old customers, but mainly from gaining new customers. Advertising is gaining customers for our clients faster and more cheaply than ever before in our history.

Facts such as these show that advertising has gained new recognition. Whatever its old-time importance in business, it is twice as important now. And it never was so profitable.

A New Situation

This new effectiveness of advertising accentuates its need. It brings increased advantage to advertised products. It means a greater handicap to non-advertised competitors.

The effect of advertising is to center demand on certain familiar brands. It gives to the makers a control of their market. It decreases selling cost. By increasing output it reduces overhead cost. As an economical factor it cannot be overlooked.

More and more demand is centering on the well-known brands. Dealers, more than ever, are inclined to favor them. They feature them, for unknown brands are never an attraction.

As merchandising becomes simplified, with chain stores, self-service stores, etc., the more essential it becomes to handle what people know. The modern

dealer seeks products which sell themselves.

Thus advertising is gaining in importance. Strange brands are at growing disadvantage. Advertising is today hardly a matter of choice. Few lines can long avoid it. Certainly the man whose competitor advertises must awake to its necessity or lose.

Let Us Talk It Over

It will pay you to discuss these new-day phases with us. The volume of our business gives us an exceptional viewpoint. Our 46 years of accumulated experience gives us seasoned judgment.

We invite a discussion on advertising problems of any of the following sorts:

Existing advertising, small or large, which has failed to meet expectations.

The advertising possibilities in any line, whether advertised or not.

The methods of proving possibilities, whether they are uncertain, at very small expense.

The ways of creating advertising possibilities where they do not now exist.

Methods of securing quick results where results are slow at present.

Methods of reducing selling cost.

Modern merchandising methods, for securing quick, wide distribution at minimum expense.

New ways of handling dealers.

Asking for a conference incurs no obligation. You are sure to gain invaluable ideas. Please tell us when and where.

Lord & Thomas

Advertising

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO

Advertising a Product on Its Artistic Merit

Interesting Experiment Made in the Creation and Marketing of "Victory Pattern" Silverware

By Bradford Burnham

CAN a new product be successfully advertised solely on its artistic merit? That is the question which the Alvin Silver Company faced in marketing its "Victory Pattern" of table silver.

The company had already spent considerable time and money in the creation of its new product.

What it sought in the first place was a distinctive pattern. It wished to turn out an article which would possess beauty as well as usefulness. It felt confident that the American public would respond to an appeal to good taste. The Alvin advertising representative therefore sought artists of high class—those who had established a reputation for achievements in the realms of the fine arts.

The services of the sculptor, James Earle Fraser, were finally enlisted and the "Victory Pattern" was the result. Mr. Fraser was given a free rein. No restrictions of any kind were placed upon him, because the company had confidence in his ability. His work adorns many public institutions. He it was who designed the "Buffalo nickel" which pays our

carfare—or part of it. But his best known work is the statue called "The End of the Trail," made of bronze in heroic size, which is to mark the Pacific end of the Lincoln Highway joining San Francisco to New York.

The company's advertising now links this statue with the new table silver design.

Both are "Masterpieces by the same master mind."

The advertising appeal does not lay emphasis on price, quality or any of the usual talking "points," but entirely on the artistic value of the product. Attention is called to the simple beauty of the pattern—the spray of laurel leaves which for ages has been the symbol of victory. The public response has been fully up to expectations, the manufacturers report. They believe they have "sold" the American people on the idea that an article of household utility ought to be attractive as well as useful.

While some manufacturers feel that it is not "up to" them to try to raise "the level of public taste," the experiment is declared to have proved worth while in this case.



A NOTEWORTHY EFFORT TO ESTABLISH ART VALUE

Times-Union

ALBANY, N.Y.

Surpasses All Previous Records

Its Twenty-five Years Leadership
Grows Stronger Each Succeeding Year

Member of Audit Bureau of Circulations

The circulation of The Times-Union,
in the City of Albany, is larger than
the combined city circulation of the
three other Albany dailies.

Summary of Display Advertising

January 1st to July 1st, 1919

	Local	Foreign	Total
The Times-Union	124,965 inches	73,792 inches	198,757 inches
Second Paper . .	92,268 "	38,590 "	130,858 "
Third Paper . . .	66,116 "	27,704 "	93,820 "
Fourth Paper . .	26,829 "	11,299 "	38,128 "

With a total of 423,435 inches published by the first three papers The Times-Union carried 198,757 inches, or 25,000 inches less than the combined total of the second and third papers.

Classified Advertising

During the first six months period of 1919, the four Albany papers carried 190,564 classified advertisements, of this total number The Times-Union published 76,398 or over 40%.

The Times-Union, Albany, N.Y.

MARTIN H. GLYNN, *Publisher*

Represented by

Verree and Conklin
INC.

NEW YORK—225 5th Ave.

CHICAGO —28 E. Jackson Blvd.

DETROIT —11 Lafayette Blvd.



Winning the Good Will of Over One Million Farmers

For over one-half century *The National Farm Power* organization has served the interests of the American farmer—guiding his development from the time of hand labor to the machine power days of the present.

National in organization and influence, but local in contact and representation, *The National Farm Power* offers its readers the combined value of this double service. The result is unequalled reader appreciation, good will, and confidence.

On the foundation of this confidence, the editorial influence of *The National Farm Power* has grown greater each year, and today over one million farmers consider it America's greatest agricultural institution.

The National Farm Power

Farm & Home
Springfield, Mass

Northwest Farmstead
Minneapolis

Orange Judd Farmer
Chicago

American Agriculturalist
New York

New England Homestead
Springfield, Mass

Dakota Farmer
Aberdeen, S. D.



European manufacturers have long capitalized art. "Made in Belgium" or "Made in France" trade-marks have been guarantees of beauty as well as service. It is said that some American products have not been able to compete with those bearing foreign trade-marks because they lacked beauty and finish. It is believed therefore that the Alvin experiment sets an example that may be profitably followed by other manufacturers.

Incidentally the Alvin representative got an interesting expression of opinion regarding what some artists scornfully call "commercial work" from Daniel Chester French, another sculptor of national reputation. Said he:

"I think that any artist would be glad to participate in any design or advertisement that would bring art into the homes of the people, provided it were of a character which permitted the full expression of his creative powers. But manufacturers are too prone to impose restrictions and limitations upon us causing a lowering of standards on the part of the artist. That's the reason why more of us don't do commercial work—that, and because we haven't been asked!"

Marietta Sunday Newspaper Sold

The Marietta, Ohio, Sunday *Observer* has been sold to the Times Company, which company on August 3 started the publication of a Sunday newspaper, known as the *Marietta Sunday Times*. This makes the *Times* a seven-day paper.

Berrien Gets Glass Corporation's Account

The Glass Founders Corporation of Milltown, N. J., manufacturer of "Ultra Glass" for automobile windshields, has placed its advertising account with the Berrien Company, Inc., New York.

Kennedy Director of Commerce Bureau

Philip B. Kennedy, who has been commercial attaché at London, has been appointed director of the Bureau of Foreign and Domestic Commerce, Washington, D. C.

But How Many Pairs Have They, to Last So Long?

A Chicago dispatch to the New York *Times* quotes various well known business men as saying they cannot afford to buy shoes until prices go down. J. Ogden Armour said he had purchased his first pair of shoes in three or four years last week.

"The repair man has kept my footwear in good shape," he said. "I never like to buy when prices are high."

Julius Rosenwald, president of Sears, Roebuck & Co., it is reported has not taken a pair of shoes out of stock for more than two years.

"I will wait until they come down in price before buying more shoes," he said. "Meantime I am having new soles put on my old shoes as fast as they wear out."

J. T. Dunlap, Manager of Farm Publication

J. T. Dunlap, who has been appointed manager of the *Missouri and Kansas Farmer*, published by the Journal Company, Kansas City, Mo., was livestock field man for the *Twentieth Century Farmer* three years, and advertising manager for the same paper for five years, going from that paper to a similar position on the *Nebraska Farm Journal*, Omaha, for another five years. Later he went back to the *Twentieth Century Farmer* as managing editor and held that position until the paper was sold to the *Nebraska Farmer*, Lincoln, Neb.

Officers of N. Y. Junior Ad Club

The officers of the Junior Advertising Club of New York for the year 1919-1920 are: J. Goldstein, of Harry C. Michaels, Inc., president; M. Bruckenstein, of New York City Car Advertising Company, vice-president; A. J. Quimby, of United States Rubber Company, treasurer; C. Forbes, of *Automotive Exporter*, secretary.

In addition to these four officers, the following committee chairmen were elected: E. L. Sullivan, publicity; S. Rybeck, membership; P. J. Baietti, cooperation.

Findley With Blackman-Ross

Paul B. Findley, formerly of the department of publicity of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is now a member of the copy department of the Blackman-Ross Company, Inc., New York.

Koch Represents "Railway Clerk"

The *Railway Clerk*, Cincinnati, will be represented in the future by Koch's List of Railroad Magazines, Chicago and New York.



Supreme in the Dakota Empire

The phenomenal rise of the agricultural Northwest to power and prosperity found its inspiration in the pages of *Dakota Farmer*. It was a pioneer in the field, a sturdy champion and side partner in the development of South Dakota, North Dakota, and Montana.

As the farm population grew greater and the wealth of this territory increased, *The Dakota Farmer* maintained its supremacy as the leading agricultural influence. And today *The Dakota Farmer* stands supreme as a monument emphasizing the success of this great agricultural section. It is the pride of its readers and wields an influence and prestige that makes it supreme in the Dakota Empire. You can reach these business farmers representing the greatest buying power in this prosperous section only by using *The Dakota Farmer*.

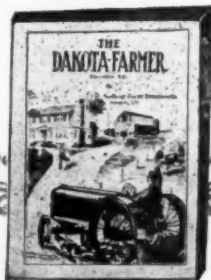
The Dakota Farmer

Part of The National Farm Power

ABERDEEN, S. D.

Minneapolis
Springfield, Mass

Chicago
New York



60,000

Circulation

Put the Churches on Your Prospect List

Recent Developments in a New Field Suggest Advertising Opportunities

THE newspaper's advertising manager in every city will have to add some new names to his prospect list in the near future. During the past year individual churches in all parts of the country have become more and more interested in advertising to secure funds, attendance and interest from the public. Many of them have used a very respectable amount of paid space, and now the highest official sanction has been given to what used to be considered by old-line church leaders as a slightly unethical procedure.

At Stony Brook, Long Island, on August 1, at the session of the New Era Conference of the Presbyterian Church, plans for a nation-wide campaign of newspaper advertising were outlined. James B. Wootan, of New York, publicity director of the Presbyterian Church, advocated an annual appropriation by every individual church in the United States for a systematic campaign of paid advertising in the local newspapers.

In discussing the proposal it was found that the delegates to the convention were unanimous in their approval of the plan for advertising. Here, then, is a new field upon which advertising representatives and agency men can unite for its development. As an additional incentive for the local churches to advertise—now that they have been given the official go-ahead by the powers that be—the case of the conservative Church of England may be recalled. No institution in the world has a reputation for being more conservative, yet a few months ago Canon Partidge, secretary of the Organizing Board, and Sir Tristram Eve, the chairman, called in a well-known London advertising agency and put over a campaign on modern aggressive lines. The object in this

case was to raise funds for their ministers and to improve the schools. A series of form letters as the cover of a four-page folder signed by Admiral Jellicoe and two other nationally known men was sent to a list of half a million names. The place which the Church of England, and every other church everywhere, must take in the big job of spiritual reconstruction was featured. Copy, pointing out that a parson was a far better investment than a penitentiary, and that it was better to have children in school than in a reformatory, was used in a list of 800 daily and weekly newspapers. This copy occupied five single columns of space and proved most effective.

In our own country many interesting campaigns have been started to raise money for new buildings or funds. The Baptists' campaign of full-page space in national weeklies was described in *PRINTERS' INK*. The National Shrine of the Immaculate Conception at Washington used full-page newspaper space in large cities to raise \$5,000,000 for a national memorial church, the copy containing an interesting comparison between methods of building a cathedral in 1419 and 1919.

ADVERTISING WILL HELP CHURCH TO CATCH ITS STRIDE

In several notable instances, however, individual churches have paved the way for a great campaign of church advertising in its broadest sense, that is in placing before the public the real and vital service the church can give the community and the individual in it. The opportunity before the churches to-day and their responsibility in fitting Christianity to the new era and making it work in life, business and the community has been often pointed out. The good old truth of the gospel will



Editorial Service that Builds Subscriber Confidence

By keeping in close personal touch with its readers *The Northwest Farmstead* adjusts its editorial service to meet actual farming conditions. It aims to make each issue of practical and constructive value, of tangible benefit to every reader.

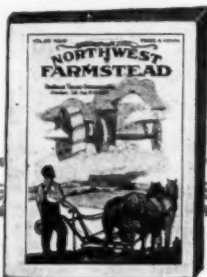
This broad policy of editorial service directed by well-known agricultural authorities is responsible for the unusual subscriber confidence enjoyed by *The Northwest Farmstead*. Our subscribers know by years of experience the value of this service in helping them make more money from their farming business. This confidence represents an influence that is a big factor in making advertising more profitable—it is a force of utmost value to advertisers covering the Minnesota territory.

The Northwest Farmstead

Part of The National Farm Power
MINNEAPOLIS

Springfield, Mass
Aberdeen, B. D.

New York
Chicago



100,000

Circulation

undoubtedly stand the acid test of modern-day life, if people only have them presented in their relations to everyday problems in the home, factory and community.

Church advertising is the method of tying up the old truths with modern conditions.

Another straw showing the new attitude of the church is the following definition of church advertising from a recent editorial in the *American Lutheran*:

"We consider it nothing more than the putting into practice in a modern way of the missionary principles of Jesus Christ and His apostles and the adaptation of their methods to modern conditions. While the people came to Christ sometimes, the reports show that most of the time He went out into the streets and market-places where the largest number of people congregated, and there delivered His message. He believed in going where people were, giving His message in language they understood, and He thus created and stimulated a demand for what He had to offer.

"Is it not true that there has been in our circles an inclination to wait until people came to us instead of going out after them? Speaking in business terms, the Christian pastors represent the house of the Lord, the biggest establishment on earth, whose charter for doing business was issued by the King of kings and the Lord of lords. Their commission is: 'Go ye into all the world and preach the gospel to every creature.' That commission is not being carried out when we minister only to those who come to our church. There are unchurched thousands who do not know that the house of the Lord carries a full stock of hope and joy and peace and consolation. To bring this fact persistently to their attention is the object of church advertising. It is missionary work pure and simple. It is legitimate and it is necessary."

Both the Roman Catholic and Methodist churches have adopted platforms in the economic life of the day which could be translated into good local copy.

It seems almost unbelievable to realize that the following statement of principles was put forth by the Methodist Episcopal Church in May, 1912, seven years before industrial democracy came to be a catch word.

This church stands:

1. For equal rights and complete justice for all men in all stations of life.

2. For the gradual and reasonable reduction of the hours of labor to the lowest practical point, and for that degree of leisure for all which is a condition of the highest human life.

3. For the conservation of health.

4. For such regulation of the conditions of toil for women as shall safeguard the physical and moral health of the community.

5. For the fullest possible development of every child, especially by the provision of proper education and recreation.

6. For the abolition of child labor.

7. For the abatement and prevention of poverty.

8. For a living wage as a minimum in every industry, and for the highest wage that each industry can afford.

9. For the protection of the worker from dangerous machinery, occupational diseases, injuries and mortality.

10. For the right of all men to the opportunity for self-maintenance, for safeguarding this right against encroachments of every kind, and for the protection of workers from the hardships of enforced unemployment.

11. For the suitable provision for the old age of workers.

12. For the principle of conciliation and arbitration in industrial disputes.

13. For the protection of the individual and society from the social, economic and moral waste of the liquor traffic.

14. For the new emphasis upon the application of Christian principles to the acquisition and use of property.

15. For the most equitable division of the product of industry that can ultimately be devised.



The Agricultural Headquarters of Illinois

Thirty-three years of service has won for *The Orange Judd Farmer* the confidence of Illinois farmers. They believe in this old reliable farm paper, because they know it is edited by men and women who really understand Illinois conditions.

Edited for the business farmer, sold at a higher subscription price entirely on its merits. *The Orange Judd Farmer* naturally appeals only to the best class of farmers. And among these farmers, 120,000 in all, it has established a reputation as the agricultural headquarters of Illinois.

This prestige, this good will, is a valuable asset to advertisers covering the Illinois territory.

The Orange Judd Farmer

Part of The National Farm Power

CHICAGO

Springfield, Mass
Minneapolis

New York
Aberdeen, S. D.



120,000

Circulation

The mellow chimes of the old bell in the ivy-mantled tower on Sunday morning was always a form of advertising, but it could only reach the men and women within earshot and awake. To-day in this new age the church is to back up the church bell with modern paid advertising. The idea has received official endorsement. Almost every church in the land is a prospect, because the business men in its congregation will often underwrite a real campaign if there is no definite appropriation. Many churches already have the appropriation, many more will receive one from the funds gathered in the big church drives.

What a real opportunity for educational salesmanship on the part of the advertising representative, and a new copy opportunity for the agency man!

Canning Companies Can Help People Save

THE Bureau of Chemistry of the Department of Agriculture is showing commercial canners the necessity of filling cans as full as practicable, without injury to quality, in order to reduce the cost of living. The inspectors of the Bureau, who are visiting as many of the canneries this season as they can reach, are also advising housewives and other purchasers to note the relative amounts of solids and liquids in the cans they buy, and to give preference to the products of producers that seem to want to give a square deal to the home larder. Examinations of a large number of cans put up by different firms reveal a wide divergence in this particular.

The Bureau of Chemistry specialists have made investigations to determine exactly how much solid food—food from which the liquid has been drained—may be put up in the cans of different sizes in common use without injuring the quality of the product. A certain amount of liquid, which

varies with the different products, is necessary. The addition of more liquid results in less food in the can, makes an inferior product, wastes shipping and storing space, and is unfair to the consumer. An honest pack promotes fair dealing, conserves containers, food and shipping facilities, and aids the development of the canning industry.

The quantity of drained food, exclusive of liquid, that can be put efficiently and economically in each of the various sized cans has been determined for peas, beans, cherries, pears and peaches, and the canning industry has been advised of the results. The drained weights for other fruits and vegetables will be announced to the canning industry as they are determined.

In making a declaration of contents on cans of fruits and vegetables under the net weight requirement of the Federal Food and Drug Act, the total weight of the contents of the can, liquid included, must be declared.

Purchase of Chain Stores

The McLellan Store Company has purchased from the McClure Ten Cent Company, their stores located in the following cities: Moultrie, Ga.; Chattanooga, Tenn.; Macon, Ga.; Marietta, Ga.; Newman, Ga.; Athens, Ga.; Union, S. C.; Rome, Ga., and Griffin, Ga.

Realty Advertising Draws Boggs

W. H. Boggs, formerly a member of the copy department of the William H. Rankin Company, Inc., Chicago, is now advertising manager of Arthur T. McIntosh & Co., Chicago, a real estate company.

New President of Women's Ad Club

Miss Mary Wheat, who has been vice-president of the Women's Advertising Club of St. Louis, has been made president of that organization, succeeding Miss Lillian Carr, resigned.

Van Wagner in Troy

Victor R. Van Wagner, a former member of the advertising staff of the Charles William Stores, Brooklyn, is now advertising manager for the H. H. Butler chain stores, with headquarters at Troy, N. Y.



Subscriber Confidence Founded on 77 Years of Service

The readers of *The American Agriculturist* of today are the grandchildren of the original subscribers. Established in 1842, it has held its place for three generations as the most popular farm paper in the New York territory.

The American Agriculturist was the first to introduce the idea of scientific agriculture, modern farming methods and general plans for farm improvements. It has always been a leader in promoting valuable agricultural legislation, and by this service it has won the justified confidence of its readers.

All the prestige and good will gained by 77 years of conscientious service to three generations of farm folks is the influence advertisers secure by using *The American Agriculturist*.

The American Agriculturist

Part of The National Farm Power
NEW YORK

Springfield, Mass
Chicago



Minneapolis
Aberdeen, S. D.

125,000

Circulation

Prices Stabilized Through Advertising

Chicago Concern Finds It Possible to Retain Good Will of Its Trade by
Consequent Increased Production and Broadened Distribution

By C. M. Harrison

IF people have been buying an article at a certain price and for sufficient length of time to cause them to associate the article with the price, the manufacturer is taking a certain risk when he makes it sell for more. But it is possible to avoid a price increase by the judicious use of advertising. This was the decision recently reached by the American Ironing Machine Co. of Chicago.

In 1914, when America's men, money and materials began to be drawn on and wasted in the world war, this company in the manufacture of its product, the Simplex ironer, experienced the same scarcity of raw materials and the same shortage of help as did other manufacturers.

By 1918, the company's labor costs had increased 100 per cent and the cost of cast iron 300 per cent. It was evident that something radical had to be done. Should the quality be lowered so as to maintain the existing retail price? Or should the price be increased so that quality could be kept up?

Proceeding in either direction, the company feared it would hit its valuable advertising good will right in the short ribs. So it determined to maintain both the quality and the price as far as humanly possible. The quality has been kept unchanged. The price to the purchaser has been advanced only 17 per cent.

Advertising did it, so the company testifies.

"We decided," said H. G. Grosse, president, "that a course of action must be planned that would keep strictly in mind the effect of price changes on the consumer and the dealer. We had the increased cost of manufacture to meet. This was some-

thing we could not possibly overlook or ignore. It was so large that we could not absorb it under our method without reducing our profits to the vanishing point. On the other hand, if we raised our selling price so as to absorb this increased cost we would be overturning a large part of the good will we had labored so long to build up. Moreover, it seemed to us that, in that event, we would not be playing exactly fair with the retailer who had built up a trade in our line at the old price.

"In this emergency we decided the only thing to do was to increase our production on a huge scale and to broaden our distribution facilities accordingly. In this way we felt that by effecting economies which come through stimulated production, we could reduce the overhead expense and keep the cost of each machine at a minimum.

ADVERTISING KEPT PRICES DOWN

"Accordingly we broadened our national advertising appeal. We did this, knowing that the most effective and economical method of increasing distribution is through common sense advertising thoroughly utilized.

"The result has proved conclusively that national advertising can have a powerful effect in solving distribution and merchandising problems and in making possible the retention of low prices through increased production. Simplex dealers were greatly benefited because the stabilization of our prices to them enabled them to retain the respect and good will of their customers. Consumers were benefited because here was a product upon which the price was not raised. It ought to be interesting indeed

THE
NATIONAL
FARM POWER
Guarantee

TRUE
ADVERTISING

An Institution of New England Farm Life

For nearly two generations the *New England Homestead* has maintained its place as the center of New England agriculture. In the progress and development of this territory this old reliable farm paper has formed the foundation upon which New England prosperity has been built.

The farmers of New England look upon the *New England Homestead* as their side partner, adviser and agricultural authority. In every worth while farm home it is read from cover to cover because it is an actual necessary part of their daily lives, a headquarters for reliable agricultural service, an institution of New England farm life. This prestige and good will makes advertising in the *New England Homestead* bring big returns.

New England Homestead

Part of The National Farm Power

SPRINGFIELD, MASS

Aberdeen, B. D.
Minneapolis

New York
Chicago



55,000

Circulation

both to Simplex dealers and users to know that this price policy only was made possible by the fullest utilization of our company's advertising programme."

The American Ironing Machine Co., in its demonstrated ability to hold the price of its product so nearly at one level has inspired the dealer with confidence. It has sold the dealer on the value of standardized prices as well as advertising branded goods.

Standardized retail prices are greatly to be desired. Even though the individual profit to the retailer on each item may not be so great, he gains through the added volume of sales that the nationally advertised article enjoys. But it is well for the manufacturer to remember that when he has built up a demand for an article at a certain retail price, he has constructed something that belongs to the retailer as much as to himself. Hence when he makes it necessary to raise this retail price so as to cover his increased cost, he may interfere with the cumulative advertising value as applied to the retailer as well as to himself.

Mr. Grosse declares his company's price policy has enabled Simplex dealers not only to keep their volume of Simplex business at its normal height, but in many instances materially to increase it.

"Long ago," said Mr. Grosse, "we appreciated the fact that the cumulative force of long continued advertising and selling efforts might be lost over night through an increase in prices that would cause the public to lose interest or faith.

"If American manufacturers are to be successful in stemming the tide of industrial unrest, the public must be convinced that manufacturers and dealers are doing all they possibly can to keep prices at rock bottom. There is no surer way to do this than to establish a permanent price policy and fight day in and day out to maintain it and at the same time make sure that the retailer gets a fair profit out of the transaction.

"During the war American

manufacturers responded nobly to various patriotic appeals. In these peace days there still is a national need for business patriots. For the welfare of America, for the improvement of general living conditions and for the insurance of our future business it is wise to adopt a price policy based on a fair margin of profit and then stay with it."

To "Sell" St. Louis Weather by Advertising

St. Louis is going to sell its weather. This may sound odd, not to say optimistic, to residents of the country who have been accustomed to think of St. Louis as a sweltering place in summer. But St. Louis business men, acting through the publicity bureau of the Chamber of Commerce, are going to finance a municipal advertising campaign to tell outsiders the real truth about St. Louis weather.

The city will not be advertised as a summer resort, but the copy will tell that St. Louis is not more uncomfortable than other cities in midsummer, is frequently more comfortable and is not to be shunned by the traveler. The copy will show that St. Louis is below the average of many cities not only in temperature but in humidity as well. Governmental records show St. Louis to average below Chicago, Cincinnati, Boston and New York.

Standard Size Invoices Wanted

The National Association of Purchasing Agents, through its standardization committee, is fostering a movement which seeks to have a standard size invoice adopted in the United States. The chief benefit to be derived is in the convenience afforded in filing invoices.

Since the size and arrangement of invoice forms have a direct bearing on many of the problems which confront the accounting side of business, the association desires to receive suggestions from sales managers, auditors, systematizers, credit men, and purchasing agents. Such suggestions should be sent to the chairman of the standardization committee, W. L. Chandler, Mishawaka, Ind.

Grisberg to Increase Dress Advertising

In an effort to stimulate the trade of the retail dealer, I. Ginsberg & Brothers, New York, manufacturers of "Queen Make" dresses, plan to undertake an increased advertising campaign which will reach the consumer, through a number of class and trade journals.



Welcomed as a Friend in 600,000 Farm Homes

Each forward step in America's agricultural development, each progressive movement for the improvement of rural life, has found *Farm and Home* playing a leading part. For thirty-nine years the editorial organization of *Farm and Home* has carried on this instructive work.

Farm and Home has become even more than a great farm paper; it has made itself a close friend of its readers, a business adviser and farming expert. It is truly the center of interest in the farm home, a vital part of farm life, a necessary, profitable service to its 600,000 readers.

Farm and Home is read and liked by prosperous farm folk, because it is a real farm paper, written by farmers for farmers.

Farm and Home

Part of The National Farm Power

SPRINGFIELD, MASS

Chicago
Minneapolis

New York
Aberdeen. S. D.



600,000

Circulation

Advertising Gets Superior Factory Workers in "Difficult" Field

Large Garment Manufacturers Prove That Opportunity Awaits Girl Employees Who Are in Earnest

By Chas. E. Duffie

Advertising Manager, M. E. Smith & Co., Omaha

OMAHA, in common with other industrial centres, has had troubles of her own since August, 1914, when the world began to upset. The arrival of peace has not brought any surcease of these troubles, particularly in the matter of securing enough women employees of the right type properly to conduct the manufacturing plants of the city. Female labor is always in great demand in Omaha, and garment factories, food plants, packing houses, candy factories, laundries and a great many other establishments are constantly competing with each other for women employees.

The classified columns of the local dailies are filled with advertising, particularly on Sundays, in which the large industrial concerns make more or less frantic appeals to women workers to take employment. This advertising has been very much of one character—offers of positions telling of attractive wages, good working conditions, chances for advancement, etc. One such typical announcement of a laundry is reproduced here:

WOMEN AND GIRLS
IN ALL DEPARTMENTS
WITH OR WITHOUT EXPERIENCE.
CLEAN WORK
QUICK ADVANCEMENT
PERFECT WORKING CONDITIONS
STEADY WORKERS MAKE FROM
\$12 to \$20 PER WEEK
THROUGH AT 1 P. M. SATURDAY.
NO LIMIT TO SALARY OF
WORKERS ABOVE AVERAGE.

M. E. Smith & Co. employ a large number of women in their garment factories, and it has been almost impossible to secure enough operators of the right type to keep the machines running at capacity. We, too, have

used the classified columns of the papers, with more or less indifferent results. The greatest difficulty has been to secure operators who would "stick" at the job; and thus to reduce the enormous labor turnover so common in all plants since the war began.

A serious study of the situation convinced us that we had as much to offer to women workers on power sewing machines, as any other concern in the city—more than some of them; and we were also satisfied that work in our garment factories was much preferable to that in many other plants where women were engaged at other occupations. We then made a little survey of the city to try to discover why it was that more women were not available for our own particular branch of industry.

WHAT INVESTIGATION REVEALED

Several surprising things were brought out, chief among which was that the term "factory worker" left a bad taste in the mouth of the average young woman. Secondly, it developed that few people indeed in the city had any conception of what the modern garment factory of to-day really is. Interviews brought out the fact that most women (and men, as well) had a most vague idea of a garment factory; visualizing a dingy work room crowded with people, bad air, bad sanitation and bad working conditions of every kind. In other words, people not connected with the industry had not been kept informed of the improvements in factory operation and construction in the last twenty years, and instinctively

thought of the old time "sweatshop" when a factory was mentioned. Worse yet, the layman still believed that sweatshop wages were prevalent.

Another thing learned was that the average young woman had no idea of the dignity or importance of the work done in such a factory as we operate, nor of the advantage that the trained needle worker has in being able to secure employment in any industrial centre in the country, at highly remunerative wages, and under the best of working conditions.

These facts led us to change our advertising radically. We determined that we must use copy of the educational type, and "sell" to such women as wanted employment at clean, light work with excellent pay, the advantages offered in our plants.

It was ascertained by investigation that women unacquainted with the garment industry shrunk from seeking employment for two or three reasons: First was the fear that the inexperienced girl would be unwelcome in the employment office; second, that she would be met by a gruff, blunt man who would question her hurriedly, perhaps even roughly, and turn her away humiliated because of her inexperience; third that she feared "factory work" was not an employment which would allow her to maintain her self-respect or the friendship of her acquaintances.

An educational series of advertisements was decided upon, which should bring out the facts that factory workers in the modern plant were of a high type; that the remuneration was excellent, working conditions unexcelled, experience not necessary and that the advantage of learning a trade so universally needed as that of the needle worker, was one of importance. In order to reassure applicants, also, it was decided to have the copy appear over the signature of a woman—our factory employment manager, Mrs. Kate T. Kelly—

and to have it written in the first person. To lend individuality to the copy, Mrs. Kelly's photograph was to appear in each advertisement, which was to be signed in facsimile by her.

We then decided to run a series of ads, each about two columns by eight inches, each of which would present some definite point of advantage. In order to avoid all reference to "work" or to "factory" and to appeal to the curiosity as well as the pride of the reader, it was decided to head each ad "Open Letters to Ambitious Girls," with a sub-head relating to the particular point brought out in each piece of copy.

A series of ten advertisements was written, designed to tell a continued story, with each chapter complete in itself, yet suggesting something equally interesting to follow; and to get this copy written as much as possible from the woman's angle, the task of preparing it was delegated to one of the women in the advertising department of the company.

FACTORY'S GOOD FEATURES

In sequence, the ads discussed the following points: No. 1—"The Value of Having a Good Trade." No. 2—"The Right Trade to Learn," in which it was pointed out that sewing is natural to women, and in which census figures were given to show that needle workers have a great field of employment anywhere in the country. No. 3—"Choosing the Right Place to Start," pointing out the excellence of factory conditions in our plants, with other advantages offered. No. 4—"Desirable Working Conditions," a heading which tells its own story of what followed. No. 5—"Your Value as a Crafts-woman," showed the advantage which accrues to the trained worker as against haphazard employment. No. 6—"Possibilities of the Job," took up the money-making possibilities. No. 7—"Are you Sold on Your Present

St. Louis Globe-Democrat

LEADS

in National Advertising IN JULY

The GLOBE-DEMOCRAT carried 291,714 lines of National Advertising in July.

This is 21,426 lines MORE than was carried by the second St. Louis paper, the Post-Dispatch.

The GLOBE-DEMOCRAT gained 197,364 lines of National Advertising, or 209%, over July, 1918.

This is 35,388 lines MORE than the gain of the second St. Louis paper, the Post-Dispatch.

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS
410 Tribune Building
New York

GUY S. OSBORN
1302 Tribune Building
Chicago

J. R. SCOLARO
701 Ford Building
Detroit

R. J. BIDWELL
742 Market Street
San Francisco

C. A. BRIGGS
1302 L. C. Smith Building
Seattle

Work?" pointed out that a job not requiring any particular skill is not very profitable from the standpoint of high class employment. No. 8—"The Social Side of the Work," discussed the social advantages offered by our Welfare league entertainments, the different clubs organized in the factories, and the like. No. 9—"Working on a Business Basis" showed the very real opportunity open to efficient and ambitious girls, while No. 10—"The Girl and the Place" was a kind of recapitulation of the advantages open to earnest workers.

The ninth advertisement—typical of the series—read as follows:

Don't you like to hear it said of people: "I tell you they are all business!"

Right there you get a good idea of them, don't you? You know they are the sort that go ahead and get things done.

And no one has to follow along after them, finishing up the "ragged edges" they have overlooked.

It is these efficient people who are needed everywhere, and they are the ones whose time pays them the most, too.

There is a real opportunity here for girls of that spirit. We want girls—yes—but we want girls who will capitalize their time and make it pay them and us well.

We want girls who will come into our plant and become expert needle workers on fine shirts, dresses and aprons. Notice that word "expert."

You need not necessarily be experienced to start with. We will teach you—and pay you while learning. After that, it is just a matter of working on a business basis with us. The girl who is "all business" will find returns coming to her in a mighty satisfactory manner.

The demand for trained draftswomen is growing by leaps and bounds. The girl who becomes highly skilled in this line will always find an opening.

We have girls here—many of them—highly skilled girls who are "all business" about their work and who are finding that it pays them accordingly.

If you are ambitious—if you want to "make good" and desire work with a future to it—then come in and talk to me about the opportunities here.

These advertisements were run at the worst possible time of the year—the latter part of June and during July—when the weather was extremely hot in Omaha, and when few applications for

positions could be expected except from those who actually needed employment. The results were exceedingly gratifying. Hundreds of girls came to the factory employment office for an interview with Mrs. Kelly, and a large number of workers were secured. The most satisfactory development of this campaign is that the girls who responded to this advertising have "stuck" for the most part, and we secured the most satisfactory type of workers we have ever been able to get from the use of the classified columns.

The advertising has been exceedingly profitable in more than one way. It has not only advertised M. E. Smith & Co. to the people of Omaha, making them understand better what kind of an institution we conduct, but it has attracted attention from many parts of the country. A number of letters have been received from garment manufacturers asking as to the success of the campaign, and the International Association of Garment Manufacturers wrote us asking for the complete series to include in its standard practice work.

The success of the campaign was so great that it will be repeated, a little later in the year, when conditions are more favorable for securing responses from women workers. The copy will be changed, of course, but the same idea will be followed out, as our test seems to prove the correctness of the theory that this type of copy is more productive of results than that heretofore used.

Added to "Hide and Leather" Staff

William H. Robidoux, who has been a lieutenant, infantry, U. S. A., has become a member of the advertising staff of *Hide and Leather*, Chicago, as assistant to L. V. Cunningham, advertising manager.

John H. Klengenfeld, formerly with Frank Seaman, Inc., New York, is now with the advertising department of the *Daily News Record*, New York.

"The more we see of beautiful things the better fitted we become to perform good actions. If our inner life is to thrive, we need a magnificent store of wonderful spoils"

WASTED BEAUTIES

By

MAURICE
MAETERLINCK

in

Hearst's for August

Hearst's Magazine has more contributors—authors, illustrators and special writers—listed in WHO'S WHO IN ENGLAND and WHO'S WHO IN AMERICA than any other magazine.

Have you read a copy lately?



What is the SWEET

THE cards reproduced here—now run a “follow up” to the Teaser series in

MAPLE SUGAR—that’s the **SWEET** in communities where these cards appear—reminded of Sweet Caps—tempted *daring* arousing pictures, featuring appetizing full, rich colorings.

Street Car advertising enlists the interest of a *number* of people most frequently, for the lowest cost, per dollar invested.

STREET RAILWAYS AD

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg., New York



the delicious Flavor of **MAPLE SUGAR**

Sweet Caps are **MAPLE SUGAR Cured!**

Ask Dad, he knows

— Sweet Caps are **MAPLE SUGAR Cured!**

Not merely Cured
— Not just Sugar-Cured
but **MAPLE SUGAR Cured!**

SWEET CAPORAL

SWEET in Sweet Caps?

re—now running in the Street Cars—are
ser series introducing this phrase.

SWEET in Sweet Caps. Everyone in the
ards appear, is *constantly* and *pleasantly*
tempted *day after day* by these *desire-*
g appetizing Maple Sugar scenes in their

s the *interested attention* of the *greatest*
quently, for the *longest time*, and at the
ted.

WAYS ADVERTISING CO.

HOME OFFICE
Miller Bldg., New York

WESTERN OFFICE
Monadnock Bldg., San Francisco

— this is the **SWEET**
in Sweet Caps —
MAPLE SUGAR

There's **MAPLE SUGAR Cured!**

Ask Dad, he knows

SWEET CAPORAL



BUILDERS *of* AMERICAN BUSINESS

WM. A. LAW, PRESIDENT OF THE
FIRST NATIONAL BANK OF PHILADELPHIA

"Modern business is characterized by the immensity of volume and the turnover of numerous transactions of moderate size. This development has banished old methods. To help us keep abreast of these changing conditions and methods, we read *SYSTEM* regularly and thoroughly."

A handwritten signature in dark ink, which appears to read "Wm. A. Law". The signature is fluid and cursive, written in a style typical of the early 20th century.

NUMBER CLXXV in the series of portraits of readers of *SYSTEM*

Investment Story Outclasses Sentiment in British Victory Loan Advertising

Lottery Element Introduced as Selling Point—How Selfridge Helped the Loan

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

A SHORT whirlwind campaign, every important newspaper and periodical being used with large spaces, put over the British Victory Loan, which closed on July 12.

The advertising had new features. It appealed to what some people call the sporting instinct and others the gambling spirit, by including a scheme by which investors paid 5 per cent more for their stock, but got a chance of repayment at face value in a year or more. The Loan was divided into £100 Victory Bonds sold for £85, and Victory Funding Loan at £80, each bearing interest at 5 per cent on face value. Every important bank in the Kingdom advertised special terms for advances against stock of the new loan.

Selfridge & Co. offered large prizes of their own for the nearest guesses at the total subscription. Sensational performances of various kinds, including fireworks, were employed. The sentimental note so strikingly successful in selling War Bonds before the armistice was not much used: hard business arguments, proving that the fortunate investor in this loan made Shylock look like a philanthropist, furnished the chief sales talk.

During the war, repeated attempts were made to persuade Chancellors of the Exchequer that a lottery, disguised from the criticism of the censorious by the name of "premium bonds" was the right way to get the cash. Abundant moral objections apart, a lottery is rotten finance, and the appeal to patriotism in Sir G. A.

Sutton's magnificent War Bond advertising drew more money than any amount of gambling attraction would have brought. Now that the appeal for money to help the boys in the trenches is no longer available, he has resigned his honorary office, and investors are given the choice of a mild gamble. A certain proportion of the £85 bonds will be drawn every year and redeemed for £100, earning, of course, 5 per cent in the interim.

Even the mild idealism of the Chancellor's opening advertisement talked Business, rather than sentiment. He said, in part:

"After five years of unexampled struggle, the heroism of our fighting forces and the devoted labor of our civil population have brought us victory over our enemies. We can look confidently now toward the future. . . .

"The maintenance of the National Credit is the basis of National Security. . . . The credit of the individual cannot stand higher than the National Credit; therefore, the restoration of our National Credit will tend to improve individual credit. Immediately the loan is successfully floated, our credit will be strengthened. This will help to reestablish industry, increase production, reduce unemployment, and lower the cost of living. . . .

"It is, therefore, to the advantage of every member of the community, in whatever station of life he may be, that this issue should be an unqualified success."

Similarly, the full page displays issued to the press by the S. H. Benson agency (which acted in

collaboration with L. H. Swann, late director of Coal Economy advertising, Holford Bottomley, W. J. Evans, editor of the *Evening News*, London, C. F. Higham, M. P., and other advertising men) talked good common sense, apart from the financial argument. "You too," said one of these displays, "must lend a hand to raise the Victory Loan:

"Lend a hand in this week's mighty effort to send the figures of the Victory Loan up—and up—and UP! Make it the biggest Peace Loan the world has ever known. Every shilling tells in the total. Every man and woman counts. You must be in it too—for the success of the Victory Loan is *your* affair. *You* will gain by every increase in National prosperity—*you* will benefit by every reduction in the cost of living—*you* must share in the generous dividends paid on the world's premier security—Victory Loan!"

About the only piece of pure sentiment was a beautiful Bert Thomas cartoon of a soldier with the wording "Finish the Job: I gave you peace—do your duty and secure prosperity by making the Victory Loan a gigantic success."

STUNTS THAT HELPED

Numerous sensational plans earned publicity, and offered inducements. Airship R-33, sister to the Atlantic voyager, dropped discs with the advertisement of an airplane factory. If you picked one up—and invested £1000—you got a free flight: if you invested £5000, the Air Ministry would give you a free flight anyway. A German airplane was broken up in Trafalgar Square, London, and chunks given to bond buyers at booths erected on what is called, by people who have never seen the Place de la Concorde, "the finest site in Europe." In the same square, the Nelson column was decorated by steeple-jacks, illuminated at night, and used as a base for sending up rockets; naval men and soldiers addressed crowds from the base of the column and famous singers sang to them,

while a Victory ladder, running up to the top, showed the totals subscribed daily. The inevitable tanks toured the country.

Different cities competed, not quite so energetically as in War Bond days, to show which could spare the most money. They used ingenious methods. In Sheffield, for instance, municipal street-cars halted at places and times previously advertised on their windows and sold bonds. On Queen Alexandra's birthday, when many millions of artificial wild roses are sold in streets for the hospitals, roses were hauled up the Nelson monument to the steeple jacks working on top. The War Minister appealed to the Army of Occupation in the *Cologne Gazette*. The Free Church Council passed a resolution condemning the lottery element.

Bankers offered to advance money at $\frac{1}{2}$ per cent below the bank rate of discount for the purchase of Victory Loan, and did some co-operative advertising in the chief dailies, using whole double columns. Insurance companies offered special policies, enabling Victory Loan to be purchased by instalments over ten years, the remaining debt to be extinguished in the event of death during the interval. A dealer in real-estate, pictures, and antiques, widely advertised, in half triple columns, the advisability of sending him your jewelry or other possessions, to be auctioned, and the money put into the Loan. Selfridge & Co., who had been responsible for a guessing competition which sold a lot of War Stock, offered £20,000 worth of prizes (including one unit of £10,000) to investors who predicted most nearly the ultimate total. As a whole, it was all sorts of a strenuous affair. The only people likely to miss this unique opportunity are those who remember that a few months ago the same Government announced the positive closing day of the old War Loan—"don't miss the bargain investment of a life-time"—and next morning started a new loan on the same terms.

Seven Consecutive July Gains for The St. Louis Star

The St. Louis Star has made substantial gains each July over the same month of the previous year for seven consecutive years. No other St. Louis daily newspaper has shown this unbroken record of successes.

IN JULY, 1919:
The St. Louis Star Gained

102,396 Lines

Again in July, as in previous months, The Star published, as the following figures show, more advertising of given local classifications than TWO and often THREE other St. Louis daily newspapers COMBINED.

LOCAL DISPLAY ADVERTISING

	Lines
The Star	229,311
The Times and Republic	
COMBINED	198,018

The Star's excess over Both 31,293

AMUSEMENTS

The Star	21,876
Post-Dispatch and Globe	
Democrat COMBINED	16,879

The Star's excess over Two. 4,997

WOMEN'S READY-TO-WEAR

The Star	17,580
Globe-Democrat and Republic	
COMBINED	12,705

The Star's excess over Two. 4,885

FURNITURE

The Star	8,245
Globe-Democrat, Republic and	
Times COMBINED	8,210

The Star's excess over Three 35

DEPARTMENT STORES

	Lines
The Star	108,383
Globe-Democrat and Times	
COMBINED	103,025

The Star's excess over Two 5,358

GROCERY

The Star	13,947
Post-Dispatch, Globe Demo-	
crat and Republic COM-	
BINED	13,676

The Star's excess over Three 271

MEN'S CLOTHING

The Star	3,690
The Times and Republic COM-	
BINED	2,460

The Star's excess over Two. 1,230

MUSICAL INSTRUMENTS

The Star	4,340
Times, Globe-Democrat and	
Republic COMBINED	4,092

The Star's excess over Three 248

During July, The Star published 24,251 lines more Local Display Advertising Week Days than the Globe-Democrat and 31,293 lines more than the Times and Republic Combined.

For Thirty-Six Consecutive Months The Star has published MORE Local Display Advertising Week Days than the Globe-Democrat, Times or Republic.

The Star's Gain in National Advertising
during June was 189%

National Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

PHILADELPHIA
Colonial Trust Bldg.

NEW YORK
Fifth Avenue Bldg.

— don't say "Paper" — Say "STAR"

Trade Mark Registered

Even the President Himself Had Tried

Large washing machine manufacturer wanted to open up the local market. They tried all the *usual* methods. Expensive salesmen were employed. Washers were placed on consignment. Even the president himself tried his hand. Then a change was decided on, and

The New Advertising Manager Brought the Business to \$100,000

a year from "impossible territory."
He used a new plan.
Simple—but mighty effective.
Instead of soliciting the dealer, he helped him.
This advertising manager is now with us.
He will be glad to tell more.

Ask him on your letterhead.

BUCKLEY, DEMENT & CO.

First in Direct Mail Advertising

634 SHERMAN STREET, CHICAGO

Building Stucco Mansions of Beer Package Linings

How Advertising Helped One Man to Make Several Glorious Failures and One Splendid Success

NEVER could we see much sense in giving the persistent spider so much credit in the old "first reader" story. You remember that some old person was wearied and discouraged from repeated failures when he chanced to see a spider trying to climb up a filament of web. And it fell and climbed again and again *ad lib.* until, on the seventieth or seven-hundredth time, it reached the top—from which we get the beautiful moral, "If at first you don't succeed, try again." But the spider had nothing else to do; nothing to gain or lose, and who knows but what he was having the dickens of a good time in his own way?

Neither are we inspired by the classic, academic maxims to the effect that "Success is the Reward of Perseverance" and "Keeping everlastingly at it, etc.," for we have seen a hen trying to hatch a china egg. But we do get real thrills when we hear a present-day story of a man who made good building material from bad, beer-package lining; who, finding his product wasn't right, turned it inside out and sold it for something else. Perhaps the story had better be told from the beginning.

In 1919, Allison Bishopric was head of the Sanite Mastic Company of Alma, Michigan. Sanite Mastic was an antiseptic lining for beer packages, but it wasn't antiseptic and in time developed tendencies that made its use harmful, its value as a beer package lining was considerably below nothing, in spite of the large sum that Mr. Bishopric had paid for the rights to make it. The very brewers who had told him about Sanite Mastic and advised him to purchase it, tested it and found it to be worthless from their standpoint, whereupon they advised him of it as good friends should.

Here, then, was the situation—complete failure or the adaptation of Sanite Mastic to some purpose other than beer package lining. The product was tough and durable; was moisture proof and could be manufactured cheaply. They conceived the idea of using the material to manufacture packing boxes. With a fibreboard base coated with hot mastic, in which were embedded strips of wood, they made a box strong enough to withstand the abuses of transportation, yet considerably cheaper than an all-lumber box. For a time it seemed that their problem was solved, but investigation proved that while it was practicable to manufacture in one size, the market demanded various sizes which could not be cut without excessive waste. The beer package lining couldn't be made into packing boxes at a profit. Again Failure rubbed elbows with them and chuckled in their ears, little thinking of the kind of men with whom he was trying to associate without an introduction.

STRUGGLING TOWARDS A SUCCESS

The next attempt to make money was in the manufacture of piano boxes. This, too, was a failure, for here again the cutting to waste made it impractical. One day Mr. Bishopric happened to be in a neighborhood where several homes were in the course of construction. The wooden lath was just being applied and in one house the plasterers were at work. He watched them and a new idea was born. On his way back to the office he asked himself:

"Why can't Sanite Mastic board be used as an interior wall board? Applying the board with the fibreboard facing out and the wooden strips in, with the Mastic cementing both into a solid unit, it could be nailed to the studding and used

instead of common lath. Wall paper could be put over the smooth, fibreboard surface, avoiding the use of plaster with its dirt and expense.

The idea was good and Mastic Wall Board came on the market. The product was advertised in a small way. Returns were so gratifying, the appropriation was increased three-fold and then twenty-fold. The market was unlimited. Agricultural publications and class mediums carried the message to prospects and the first year's sales, with no salesmen, amounted to half a million dollars. At last it seemed that the rejected beer package lining was to become the keystone of a great success. But not so. The wonderful popularity of the product aroused the sleeping dogs of competition. Cheaper boards came into the field, and though the advertising of Mastic Wall Board was increased, competition became so severe that the market dwindled until Mr. Bishopric was back again where he started—with a product he couldn't sell.

Fortunately, stucco construction was coming strongly into vogue. Hollow tile and metal lath were used as a base. Here was a chance for Mastic Wall Board. If it could be used it would be more economical, would provide better insulation and sound-killing qualities.

He consulted engineers, architects and builders. Holding power seemed to be the chief essential of a stucco base. Turning the product *inside out*, with the wooden strips to give the stucco purchase, they found that though there was some "grip" it was not sufficient. The strips of wood were next beveled in the form of dovetail keys so that the stucco would *lock* itself into them—and the beer package lining became "Bishopric Stucco and Plaster Board."

The mechanical details of beveling the wooden strips was a big puzzle. It was necessary to build fifteen different machines over a period of a year before satisfactory results were obtained, and in the meantime, the working capital of the company was shrinking

with alarming rapidity. When the board was ready for the market, architects and engineers were exceedingly skeptical of its strength and efficiency for the purpose. Various public tests were made, one at the Sheffield Scientific School of Yale; one by a famous engineer of a Middle Western university, and another by a reputable firm of engineers in Chicago in the presence of groups of architects, builders, jobbers and men of the building trades. The tests demonstrated beyond question the strength of the board.

With the help of strong advertising, intense sales efforts and a "money back" guarantee, architects and contractors were induced to specify "Bishopric Board." Commencing with the cheaper types of dwellings, the board was used with increasing favor until it won its way to the top, and now is used in many of the finest mansions of stucco construction.

Advertising constantly to architects and builders has placed Bishopric Board in the carload class, seventy-five per cent of orders being for that quantity or more. The product is used in every state east of the Mississippi. Freight rates preclude Western business.

This year, consumer advertising is being tried for the first time. The appeal is to the person contemplating building his own home. The aim is to bring pressure to bear on the architects and builders without antagonizing them in any way.

Thus, from plebeian beer package lining, evolves a lining for the homes of the rich. Failure in one direction was a spur that drove them in another.

And if you want to teach your children to be resourceful, to have stick-to-it-iveness and all those staying qualities that have helped American business to a position of world dominance; if you want to encourage them to laugh at Failure as a mere figment of the coward's or quitter's brain, don't tell them the old yarn about the spider.

Tell them about Allison Bishopric.



AS far into the future as any man dare venture—say five years—our textile industries will be expanding and mills running to capacity. No man who has a product to sell to these big industrial plants is doing justice to his responsibility if he does not investigate what this market holds forth for him.

A copy of our book "Selling to Textile Mills" gratis for a letterhead request.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK

The Pinch of Civilian Shoes

Shoe merchants tell us that thousands of ex-service men return newly purchased shoes to exchange for comfortable army lasts. They want the ease that army shoes gave them.

Those ex-soldiers also miss *The Stars and Stripes*, their old weekly. They miss its free-and-easy spirit, its homely flavor. They realize that their paper was as comfortable as a pair of army shoes.

The men who fought and won urged the editors of *The Stars and Stripes* to continue their work in this country. The Butterick Publishing Company has made this possible.

THE HOME SECTOR

A WEEKLY FOR THE NEW CIVILIAN

CONDUCTED BY THE FORMER EDITORIAL COUNCIL OF

The Stars and Stripes

will give ex-service men the kind of magazine they want. It will have the same features, cartoons and style that endeared *The Stars and Stripes* to the doughboy.

The Home Sector will have an irresistible appeal to half-a-million *real* Americans.

It is agreed that the former soldiers will dominate this country's future. This is the time to influence the most powerful body of men in America.

In Sixteen Months—

*Circulation jumped from 30,000 to 550,000.
Service Department answered 100,000 letters.
Fifty thousand individual readers submitted
unsolicited contributions.*

*Half-a-million readers contributed \$657,000
to its Orphan Fund.*

*Received personal letters of congratulation from
President Wilson, Secretary Baker and General
Pershing.*

Earned over \$700,000.

THAT IS WHAT *THE STARS AND STRIPES* DID IN FRANCE.

THIS IS WHAT *THE HOME SECTOR* WILL HAVE:

The editors of THE STARS AND STRIPES.

The same artists and cartoonists.

The same intimate appeal.

The same inimitable flavor.

Handier size and better typography.

The same readers.

HISTORY REPEATS ITSELF.

For further information about *The Home Sector*,
address

Butterick—*Publisher*

Butterick Building,

New York City.

Kalamazoo—

the heart of the paper making industry, is the home of Bermingham & Prosser Co.

Raw materials, skilled help, proper power and other facilities—all the elements that go into paper-making are here concentrated.

As for shipping facilities—Kalamazoo is particularly advantageous. It enables us to serve Eastern and Western advertisers with equal dispatch.

SERVICE, though an overworked word, is one we like to use, because it really expresses a distinguishing feature of this house.

What can we do for you in the way of samples, dummies or quotations on your requirements?

Please communicate with nearest branch

BERMINGHAM & PROSSER CO.

*Coated, Book and Offset Papers, for
Mail-Order, Process and Quality Work*

KALAMAZOO

CHICAGO

NEW YORK

The Du Pont Profit-Sharing Plan

How It Has Helped to Stabilize Labor Conditions

THE tendency of well organized businesses and governments is to extend benefits to the individuals who compose them. Universal well-being is a product of democracy, and slowly but surely our political system has brought with it the disposition on the part of employers to give the employe a share in the responsibilities and benefits arising from industrial and commercial enterprise, through various methods of profit-sharing.

The question very naturally arises as to why any employer of labor should give anything more than the wages or salary agreed upon. Although at first glance it might appear that any additional grant to the employee would be actuated only by philanthropic motives, yet, after investigation, it proves to be profitable to both employer and employee.

Profit-sharing benefits the employer by anticipating a demand on the part of the employee to share in the wealth which he has aided in creating. A voluntary concession on the part of the employer avoids such a demand with a lower percentage of actual capital outlay than the ordinary demands on the part of the laborer would involve. At the same time, the saving effected by the stabilization of labor conditions in his organization enables the profit-sharing employer to give his workers much higher rewards than would otherwise be practicable. Thus the working and income conditions which profit-sharing produces go far toward eliminating discontent and preventing labor difficulties.

Cultivation of the individual workman's interest in his daily tasks is another desirable result of profit-sharing. Men and women work because necessity demands that they meet their daily needs. Nevertheless, there is no incentive to voluntary endeavor and the exercise of personal

initiative so potent as a valuable consideration given in special recognition of service rendered. The best method for stimulating such personal interest is through the reward for meritorious services by means of a bonus or profit-sharing system.

Stabilization of labor is, perhaps, the most profitable phase of profit-sharing from the employer's viewpoint. Every employer of labor realizes the tremendous loss sustained through the labor turnover due to replacing employees who leave on account of apparent advantages to be gained through a change. A bonus system obviates this difficulty, for it holds the higher grade of employee at a lower net cost than would be possible without such a system. The workman receives more money, but the total amount paid out by the firm is less, because the increase paid through the bonus or profit-sharing system is less than the loss sustained by continuously hiring and training new men.

Waste reduction and prevention constitute another profitable element of profit-sharing. Everyone working on a profit-sharing basis has a selfish interest in endeavoring to eliminate waste and in raising the standard of efficiency. This disposition, of course, tends to increase profits.

The development of good-will among the general public is another highly profitable outcome of profit-sharing. Purchasers have greater confidence in firms employing a bonus or profit-sharing system, for the maintenance of such a plan not only argues well for the stability of an organization, but also gives an assurance of fair dealing and satisfaction. A firm that deals fairly with its employees will certainly do the same with its customers. The contracts of such a firm, too, are more dependable, for there is but little risk of disappointment in

deliveries through delays caused by labor difficulties.

The benefits of a bonus system or profit-sharing plan, of course, are by no means confined to the employer alone. Obviously, there is the immediate benefit of increased income achieved without resorting to drastic measures. Under such a system there is no need for strikes, whose cost is always paid by the workman.

Profit-sharing, moreover, tends to increase the individual worker's earning capacity insofar as it stimulates his interest in his work and thus leads him to the development of more efficient methods of performing his duties. The logical outcome of such interest and development, of course, is greater ability with consequent, greater rewards. Recognition of such progress is necessarily swift under a profit-sharing system, for careful supervision and scrutiny of the work of every individual constitute an integral part of the plan. Consequently, the efforts of the energetic and ambitious worker are sure to be noticed. The incompetent workman is spurred on to meet the standard set by the competent workman, and the energetic workman is spurred on by the knowledge that service rendered will receive recompense in just proportion.

In most profit-sharing systems, the pecuniary advantages accumulate by arithmetical progression, and are thus cumulative in the later years of a man's active life.

Profit-sharing systems give the employee assurance of continued employment, and such assurance permits him to formulate definite plans for the thrifty management of his affairs. As soon as a man feels that he is permanently employed, he can establish himself by buying his home, thereby beginning to accumulate an estate.

What plan is most desirable and most adequate in a given establishment depends largely upon the nature of the business and its organization. Any system, however, based upon the fundamental principle of reward for service, will prove mutually profitable and

advantageous to employer and employee. It is possible to accomplish the desired results, for instance, by giving to the employees a percentage of the gross or net profits of the company.

Another method, and one employed by the Du Pont Company, is to grant bonus stock after service of several years. In the Du Pont Company this stock is given, after two years of service, to those deserving, on the basis of 1-60th of a share per month. The total stock share, therefore, becomes the property of the employee at the end of a period of five years after it is granted, but, in the meantime, the recipient receives the full dividend income.

A number of other stock bonus grants for meritorious service prevail. The Du Pont Company has also insured the lives of all its employees, in favor of the employees' dependents, for sums ranging from one thousand to one thousand five hundred dollars, according to length of service, without cost to the employee.

In April, 1915, the Du Pont Company gave a bonus of 20 per cent on all salaries. This continued in force until January, 1917, when it was raised to 30 per cent. In July, 1917, the basic salaries were advanced and a bonus rate of 20 per cent established. Another change in the bonus rate was made in March, 1918, when a "sliding scale" was put into effect. A bonus of 35 per cent was granted on the first \$100 of every employee's monthly salary. On amounts over \$100 the bonus rate graded down, the larger salaries drawing, proportionately, the smaller bonuses.

A system of flat rate bonuses was established for payroll employees not in the salaried group. The bonus rate increases with the years of service.

Such are the principal features of the Du Pont profit-sharing plans. Founded upon the basis of fair dealing and equitable division of profits, they have worked out, in actual practice, to the mutual advantage of both employer and employee.—"Du Pont Magazine."

These are some of the reasons

WHY

The Twice-a-Week Republic produces such uniformly good results for those who use its columns for their sales messages:

The Twice-a-Week Republic, since last February, has accepted no medical copy. High class Agricultural, Publicity and Mail-Order copy does not have to compete with this cheap and often misleading advertising.

The Twice-a-Week Republic offers a net paid circulation in excess of 130,000 twice each week (none in arrears), of which 91% is on Rural Routes or in towns under 1000 population and 90% of which is concentrated within the four postal zones surrounding St. Louis.

The Twice-a-Week Republic makes a flat rate of 55c a line for two issues per week—with a distribution of more than 260,000 copies.

Write for Sample Copy

The Twice-a-Week Republic

Member A. B. C.

St. Louis, Mo.

Foreign Advertising Representatives

CONE, LORENZEN & WOODMAN

New York - Chicago - Kansas City - Detroit - Atlanta

Why the Catalogue Doesn't Always Reach Its Destination

The Retailer-Postmaster Sees Red When a Flock of Mail-Order Catalogues Arrive in Town

By S. C. Lambert

DOES the concern dealing with consumers direct by mail get a square deal from the postmaster in the average small town?

If not, how is it going to get such a deal?

These questions suggested themselves to a PRINTERS' INK representative after a conversation with one of the owners of a comparatively small mail-order house. This man insisted he did not get proper distribution for his advertising matter simply because here and there a postmaster who either was a retail merchant or in sympathy with the retail merchants would not deliver the catalogues.

Inquiries made among some of the larger mail-order houses showed that this concern probably had some cause for complaint but less than it imagined. Postmasters as a rule are pretty careful in the distribution of mail matter. They seem to have a wholesome fear of what Uncle Sam might do. It is doubtless true that many mail-order catalogues are undelivered. But it is next to impossible to trace specific cases in a way that would insure a correction of the evil.

Postmasters in towns ranging in population all the way from 5,000 down to a hundred or two may be said as a general thing to be dead set against retail mail-order. Many of them are retailers. In hundreds of smaller towns the postoffice is located in the general store. Naturally the retailer dislikes to pass out mail-order catalogues in his own store to his customers, which he has to do in his capacity as postmaster. If there is any benefit of doubt the mail-order house does not get it. If the addresses are not absolutely clear or if there is anything about the catalogue container that

may be construed as a slight deviation from the postal regulations, then the postmaster may not make the delivery.

Another fairly common practice is to delay delivery of mail-order catalogues. When such delays occur in the larger postoffices the trouble usually is due to a shortage of help, as was told in PRINTERS' INK a few weeks ago. But in some of the smaller offices it has been shown many times that such delays occur without any good reason.

Most of the resentment felt by country postmasters against mail-order catalogues falls upon such houses as Sears Roebuck, Montgomery Ward and the National Cloak & Suit Company. But anything at all in the nature of a catalogue, be it from a house small or great, is likely to make a retailer-postmaster see red.

It must not be supposed that the big mail-order houses are sitting idly by and trusting themselves absolutely to the tender mercies of the postmaster without giving attention to complaints and running down reports of abuses.

HARD TO FIND POSTMASTERS AT FAULT

"For years we have investigated carefully any report we might have that our catalogues were not being delivered," said the mailing department manager of one big retail mail-order concern who did not wish his name used. "Of course we get a host of complaints. It is very seldom, however, that a condition of this kind can be brought out by actual proof."

"Does this mean that the reports were not true or merely that they could not be proved?" was asked.

Are These Advertisers Wrong?



The P. F. carried more business than the 2nd and 3rd papers combined.

THE advertisers from whom most of our business is secured are old in experience if new in ideas. Not only the makers of agricultural products, but the makers of food products, textiles, toilet articles use the Progressive Farmer to reach the great rich rural South which cannot be cultivated by magazines.

Last year these advertisers used almost twice as much space in the Progressive Farmer as in the other Southern farm paper of large circulation. We carried many high-class accounts exclusively.

The Progressive Farmer carried more advertising than the second and third farm papers combined.

Our publication is the favorite voice not only for manufacturers who wish to sell to farmers, but also for farmers when they seek to sell livestock and other products to brother tillers of the soil.



The choice of breeders by 6 to 1 when advertising livestock.

THE PROGRESSIVE FARMER

Home Office, Birmingham, Alabama.
Raleigh, N. C. Memphis, Tenn. Dallas, Texas

R. B. FARRIS, General Representative,
320 N. Y. Life Bldg., Chicago, Ill.

Standard Farm Papers, Inc.	Wallace C. Richardson, Inc.
Western Representative,	Eastern Representative,
Conway Bldg.,	381 Fourth Avenue,
Chicago, Ill.	New York, N. Y.

The great harbor of Buenos Aires. The United States Shipping Board has allotted 128 ships exclusively for trade with South America.



What is the third largest city in the new world?

DID YOU know that Buenos Aires, Argentina, with a population of 1,700,000, is larger than any city in the United States excepting New York and Chicago—that it covers more square miles than the city of Paris?

A big, new market for your product

Buenos Aires is a typical metropolitan city—435 miles of street railways, a subway carrying 400,000,000 passengers annually, 28 theaters, and bank deposits amounting to over \$1,000,000,000.

Argentina as a whole has 9,300,000 people, 43,000 miles of telegraph lines, and 25,000 miles of railroads. The Pan-American Union estimates Argentina's foreign trade in 1918 at \$1,300,000,000, of which the United States did about one quarter.

The people of Argentina have our own high standards of living. In Buenos Aires alone, 500 drug stores sell high grade toilet goods. Textiles, automobiles, soaps, phonographs, iron and steel, agricultural machinery and building materials



are all imported in tremendous quantities.

Accurate knowledge needed for selling plans

"How can I take full advantage of this tremendous market?" asks the manufacturer. "How can I create a *consumer demand* for my product *there* as I do *here*? Is my product adapted to Latin-American conditions? Is the package right? What are the prevailing prices? Who are the leading wholesalers? How many retailers are there in my line? What are the best advertising media?"

The Caldwell-Burnet Corporation has this information, not only for Argentina, but for all Latin America with its 85,000,000 people. Our knowledge of markets and the facilities for entering them are available to North American advertising agencies, manufacturers and exporters.

In addition, the Caldwell-Burnet Corporation will place, bill and check advertising to reach consumers and dealers in all parts of this tremendous field. We act as the representative in the United States for over 300 leading Latin-American publications, car-card and posting companies.

Co-operating with advertising agencies

The Caldwell-Burnet Corporation works *with* your advertising agency. The same methods used in this country for transacting business between manufacturer, agency and publisher, are used by the Caldwell-Burnet Corporation for Latin America.

For further information, write or telephone Bryant 3320.

CALDWELL-BURNET CORPORATION

Representatives in the United States of Foreign Media

112 West 42d Street, New York City

"Well, pretty much the latter, I suppose. The trouble of it is when we get a complaint against a postmaster it usually is the result of some local or political fight. An interesting case of this kind came in from a Western state just a few weeks ago. I got a letter from a man in a certain town saying that the postmaster was burning large quantities of our catalogues. I wrote him asking for a detailed story with such actual proof as he might be able to muster. A short time later he appeared in my office, saying he was on his way to Washington to make charges against this postmaster to the Postoffice Department. He said the postmaster was incompetent and a lot of other things. His heart evidently was set on getting that official discharged, and of course his object in seeing us was to get us to help him bring about that result.

"Upon being pressed for details he told me he had personally seen this postmaster actually burning some of our catalogues in a vacant lot back of the retail store in which the postoffice was located. He was sure they were our books because he was familiar with the size and appearance of our catalogue. But when it came to making affidavit that our catalogues were the ones burned he was obliged to admit he did not know whether they belonged to us or to some other mail-order house.

"Now then, this postmaster actually may have been guilty as his fellow townsman charged. Or again he may have been burning some waste paper and this may have included some catalogues of ours or other houses that had not been delivered through wrong addresses or some other causes. The point is, however, the thing could not be proved. It was clearly a personal fight between this man and the postmaster. Even though we might have been getting an unfair deal in that town we could not expect to stop it on that sort of evidence.

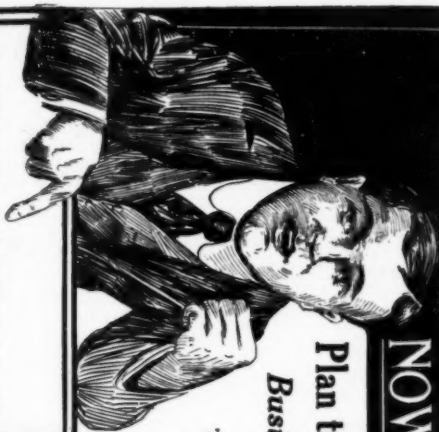
"It is unquestionably true that the average postmaster in the

small town does not know the postoffice regulations. He is supposed to notify us when catalogues are undelivered through wrong address or any other cause. Then we send return postage or make other disposition of the books. In many cases this is not done. On the other hand postmasters unwittingly violate the regulations and we get the benefit. Somebody may express an intention of writing us for a catalogue. The postmaster may remember of one or two copies of our book that he had not delivered because of wrong addresses. He scratches out the address on one of the envelopes and turns the book over to the inquirer. In this he is really doing us a favor but is violating the regulations which he should not do. I merely mention this to show that the postmaster is likely to go wrong on one side as well as on the other.

"It is unfair, on account of the isolated instances in which it must be admitted things do not look exactly right, to conclude that the postmasters as a class are against the retail mail-order houses to the extent of failing to deliver the catalogues as provided by law. In fact the exact opposite is the case. In the overwhelming majority of cases we get a refreshing degree of co-operation from postmasters. The officials of the department, take them as a whole, also are courteous and helpful."

The larger mail-order concerns have found that one of the best ways to deal with the unfriendly postmaster is to have its mailing done in a manner that is absolutely above reproach. They use great care to see that the addresses are correct and legible. Scrupulous attention is given to the matter of having sufficient stamps on the container. The envelope is securely fastened. In short, the mailing is done in a way that will give the postmaster no possible excuse for holding up the catalogues. Thus if he does delay any advertising matter he does so at his peril.

This is a good place to say also



IF YOU HAVE A MESSAGE TO THE
FARMERS OF THE SOUTH, ROUTE IT VIA
The Tri-Weekly Constitution

Eastern Representatives, STORY, BROOKS & FINLEY,
200 Fifth Avenue, New York

NOW..RIGHT AT THIS VERY MOMENT!!

Plan to Get Your Share of Southern Farmers' Trade
Business Is Great Now, It Will Be Tremendous
This Fall

THE TRI-WEEKLY CONSTITUTION has the largest circulation of any newspaper of any kind in the South. It is all paid in advance, and nearly 100% to residents of rural routes and small towns—the prosperous farmers of the South.

In the first seven months of 1919 THE TRI-WEEKLY CONSTITUTION carried 230,310 agate lines of advertising, compared with 126,139 in the same period of 1918—a gain of 104,171 lines. The first week of August, 1919, it carried 7,860 agate lines of advertising, compared with 10,107 lines for the entire month of August, 1918.

IT PAYS OTHERS—IT WILL PAY YOU

Advertising Rate 75c per Agate Line, \$10.50 per inch.

J. R. HOLLIDAY, Advertising Manager, ATLANTA, GEORGIA

Western Representatives, CONE, LORENZEN & WOODMAN,
72 West Adams Street, Chicago

No Argument At All, Mr. President

"Why didn't you do it before?" inquired the president of one of the largest concerns in the printing and allied fields, after he had been told about PRINTERS' INK MONTHLY.

And this is what we had told him:

"PRINTERS' INK MONTHLY will *humanize* paper, printing, lithography, posters, engraving, painted bulletins, street car cards, calendars, direct by mail advertising, illustrations, ink, novelties, window displays, and all aspects of advertising which seem to need large space to treat them adequately.

"It will be a magazine of *printed salesmanship*. It will have a large-size page—same size as the American Magazine. The large page will permit a striking editorial make-up which will compel attention. At the same time the advertiser will have big space in which to treat his subject in a forceful manner.

"The advertiser will get full value from his space because the editorial contents are aimed directly at the class of men he wants to sell. It is a marked example of cultivating rich soil.

"Paper manufacturers will be able to show actual samples of paper because the mailing privileges are liberal enough to permit that.

"This big magazine will be an idea-sample book of all the components of printed salesmanship."

Yes, this executive will be an advertiser.

Isn't this just the sort of a publication to carry your message? Write now for further particulars. October forms close September 10th.

The Manternach Company
Advertising Agents

Hartford Connecticut

take pleasure in announcing
the appointment of

Mr. DeWitt J. Hinman

formerly Business Manager
of W. A. Patterson Co. Inc.
New York

as

Business Manager
effective September 1st, 1919

Mr. Hinman is very well known in
the agency field, and his many years
of executive agency experience will
be invaluable to our clientele.

that the near perfect mailing list has yet to be found. Almost any concern doing business by mail can, if it will investigate, find some weak points in its mailing list. A mailing list is good and effective only when it is properly kept up. It can't be kept up properly unless it is constantly worked upon.

WHAT IS THE SOLUTION?

A short time ago the writer had the opportunity of talking to the postmaster in his old home town and brought up the subject discussed in this article.

"If the mail-order people would be more careful about their addressing I don't think they would have much cause for complaint, at least not from our office," this man said. "It would amaze you to see how carelessly some of the big concerns address their catalogues. Names are misspelled. Initials are wrong. It is no wonder that there are delays. If we did not use a lot of extra care some of the catalogues that we get never would get distributed."

Every manufacturer or jobber who is interested in helping the retailer fight mail-order competition certainly owes it to himself and to his customers to discourage cheap and unfair methods of fighting.

One highly constructive thing they could do would be to help the retailer cultivate and maintain proper relations with his local newspaper publisher.

Many a country editor falls far short of getting co-operation from the retailers whom he is supposed to serve. In any number of cases the local newspaper editor is the postmaster also. More than once these editor-postmasters have been accused rightfully and wrongfully of sidetracking direct mail matter sent in from outside concerns in competition with the local merchant. The average country publisher is pretty much dependent on the local retailer for his living. Hence it is by no means an uncommon thing to see the publisher harassed into taking the retailer's side and doing his bidding

in this mail-order matter.

The writer recently saw in a country weekly a big cartoon, supposedly furnished by some syndicate, representing Julius Rosenwald as some sort of a big overbearing monster squeezing pennies out of a widow's pocketbook. Nearby was the widow's child, a thin rack of bones, just about to topple over from weakness, saying: "Oh, mamma; I am so hungry!"

The mail-order houses can stand this sort of attacks. But they injure the local retailer. The mail-order concerns' customers know from experience that they do not do business that way. They know the mail-order houses will go farther than the average retail merchant to adjust complaints and do the right thing. They know also that they get value received for their money and that in some instances at least they can buy goods from the mail-order house for less money than from their local merchant. Therefore when retailers burn catalogues, when postmasters fail to deliver them and when newspapers are induced to print unfair attacks, people cannot be blamed for concluding that mail-order competition is a thing their local merchant cannot meet by real business methods.

As a matter of fact, as PRINTERS' INK has said before, the local retailer has the advantage in almost every respect. If the manufacturer and the jobber could or would encourage him to realize this fact and then go after mail-order competition courageously and openly there would be much less reason for complaint.

Julius Rosenwald himself told PRINTERS' INK not long ago that he realized and admitted that the retail store was the natural method of distributing merchandise to the consumer and that this was the biggest thing he had to fight.

Such admissions should give manufacturers' and jobbers' service departments new life, encouragement and energy in their efforts to put the retailer right in this big thing.

Shocks or Smiles for Headlines?

What the Copy Man Can Learn from the Newspaper Head

By Louis G. DeArmand

A SHORT time ago a prominent Illinois publisher was asked what it is that readers want in a newspaper. Without a moment's hesitation he replied, "Shock News."

Then turning to a newspaper on his desk he said, "Here, I'll prove it to you—see these headlines: 'Tornado Hits Texas'; 'Demand Immediate Indemnity'; 'Allied Army Quits Odessa'; 'Woolworth Dead, Made Start with \$50'; 'Get \$17,500 in Daring Holdup.' Shock News, all of it."

Then he added this, "and did you ever notice that almost all the advertisements are optimistic, sort of 'sunny'? No shock news in them."

This led to a survey of news headlines contrasted with advertisement headlines. It seems that most of the newspaper advertisements, except patent medicine and corn-cure ads, are optimistic in tone.

The local news pages carry such headlines as "Break into School, Culprits Taken"; "Claim Kirwin Boy Did Not Have Gun"; "Job Printers Favor Strike"; "Open Verdict in Girl Case"; "County Board Finds Trouble over New Job"; and "Butter Is Scarce, Creamery Higher."

The reader lays down the paper completely satisfied because he has been shocked by startling news.

These headlines tell of something foreboding, expectant, unanswerable. There is an atmosphere of mystery about them. One experiences a shock, a sudden mental jolt caused by the flashing of a disturbing message to the mind.

The greater the shock story, the larger the headline that goes over it. If it's an advertisement with the shock news element in it, such as a fire sale, dissolution of partnership, damaged stock or wreck sale, it gets the attention of read-

ers. A business situation that means trouble to someone, or some group, is more interesting than a regular announcement of the arrival of new stock.

Consciously or unconsciously the readers sympathize with John Doe when he fails in business, and then they hurry to get the bargains.

Newspapers carry fewer readable shock advertisements than magazines. "Don't Throw Away Your Old Shoes" might be a Salvation Army story headline, but it isn't. It advertised Neolin Soles.

In the magazines we read that "Coffee Hurts You." "\$95 an Hour" is a headline under a picture of a young man at a roll top desk. It shocks us to think he is getting that much while a number of us are not.

A picture of a wrecked automobile has this display line—"and the Weed Chains in the Tool Box All the Time." A subhead further shocks the reader by stating "When It's Wet or Slippery Tire Chains Belong on the Tires."

"Woman's Charms Cannot Survive Old Sweeping Methods" shocks many women into a renewed effort to change the old \$2 broom for a \$75 vacuum.

INTENDED TO COMPEL FURTHER READING

"Setting a Candle to Catch a Thief" is one of the late headlines intended to shock the reader.

"Take Good Care of Your Westclox Alarm" suggests something that few persons would think of. It isn't a pleasant indoor sport to care for the most disturbing thing you have in the house, but the first paragraph adds this: "good alarm clocks are not so easy to get as they used to be." Shocked into caring for the clock, that's the idea.

B. & B. Blue-Jay Corn Ender advertisement begins with: "My



"We Must Quicken Our National Production"—President Wilson

This timely advice is certainly not intended to go over the head of the Sales Manager. With so many non-thinkers claiming that the forces of distribution are all but sheer waste, those of us who are engaged in selling must do our best to make two blades of grass grow where one grew before.

With salesmen's salaries, hotel bills and railroad, and even street car fares soaring, every wide-awake sales manager is searching for

Short Cuts to Wider Distribution.

In big cities old-time methods of interesting new dealers are increasingly expensive as well as unresultful.

In the five Boroughs of Greater New York there are more than twenty-five hundred druggists and fifteen thousand grocers. The manufacturer of products sold through these or similar channels is between two fires. To secure effective dealer representation, without advertising, may take years. That means a big investment.

To try to force dealers to stock by advertising without adequate merchandising is even more wasteful.

The Most Distribution for Your Sales Money

In New York your selling-advertising appropriation will go furthest if you concentrate upon the new law of the selling world—to secure distribution for a trade-marked article, merchandise the demand your advertising will create.

Ask us how to get the biggest returns from the smallest investment in the New York market.

Try advertising in newspapers by the year.

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Ten Years with a Corn." The shock element is there; it's a headline that draws the sympathies of thousands of people.

"Actual Size 10-inch Giant Truck Cord Tire," with an illustration that covers a page and a half, shocks by its very size.

Sani-Flush advertisements shock us by the suggestion of stained and disease-breeding bathroom bowls, *unless* Sani-Flush is used regularly.

Blatant some of these, others subtle, but all possess that shock element that a newspaper headline writer loves. They speak of trouble for someone, or a novelty, or (in the case of the tire advertisement) the unusual.

It is possible that shock headlines do not help sell so many goods as those over an advertisement picturing a young chap in the home-guard uniform, where he is telling so vividly of his close shave at the battle of Paris, and his final victory, when the package from home came with the Hoe-Me razor blades.

One thing is certain, such a story would never get a slug-head headline as a news story, whereas "Setting a Candle to Catch a Thief," no matter what the story was about, would attract readers, and impress them.

People buy newspapers and magazines for the thrills they hope to get. They like to be shocked, so it is a problem to think over—shall we give them "sunny" advertisement headlines, or gratify their desire for thrills and get the business?

Lovekin Opens Advertising Office

Raymond E. Lovekin, formerly managing director of the American Screw Propeller Company, has established an advertising agency, specializing in engineering advertising, in Philadelphia.

Chemical Publication Changes

Bryan S. Davis has joined the business staff of *Chemical and Metallurgical Engineering*, New York.

This publication, now issued as a semi-monthly, will appear as a weekly beginning October 1.

Eastman Gives Music School to Aid Movies

George Eastman, head of the Eastman Kodak Company, Rochester, has given \$3,500,000 for the establishment of a school of music in connection with the University of Rochester, which will aim to aid the development of an appreciation of the highest type of motion picture as an ally of the highest type of music.

The institution, to be known as the Eastman School of Music, has been endowed by Mr. Eastman for \$2,319,000. He has purchased a site near the centre of the city at a cost of \$381,000 and provided \$1,000,000 for construction.

The building will comprise the school of music and an auditorium capable of seating 3,000 where motion pictures of the highest type will be shown accompanied by the music of a symphony orchestra, for the maintenance of which Mr. Eastman has provided. Proceeds from the exhibitions will go toward the maintenance of the institution.

Advertising the Obvious Way Out of Difficulty

In times of excitement people are inclined to overlook an obvious way which will lead them out of their difficulty.

It was, probably, a knowledge of this common experience that made R. H. Macy & Co., New York, remind the inhabitants of Brooklyn, during the recent strike of the street car employees in that city, that "the fact that the transit lines are tied up need not prevent your going to business, for bicycles enable people to travel where they will." With this solution of the problem the following information was given: "And when it comes to bicycles, you will find us well equipped for any emergency."

Gudé Office in London

A London office known as the "American Advertising and Sales Information Bureau," has been established by Gustave A. Gudé for the purpose of representing in an advertising capacity American newspapers and assisting European advertising agencies in establishing American connections.

Wrigley Director of Auburn Automobile Co.

William Wrigley, Jr., of Chicago, has entered the automobile field. He was recently made a director of the Auburn Automobile Company, Auburn, Ind., which organization trebled its capitalization a short time ago.

Bill Calls for Stamping of Cost Price

A bill which requires that the actual cost price be plainly marked upon an article which is to be offered for sale has been introduced in the House of Representatives by Representative Siegel, of New York.

What Is the Value of This Art Agency to You?

It is above all its understanding of the value of art in advertising, and the word "advertising" in art.

It is the complete direction of any work, simple or complex, large or small.

It is the services of a production department, well rounded and balanced, and qualified to produce high class work in all the general branches of art service.

It is the services of representatives whose knowledge fits them to understand any of the complexities arising in production, and to present if required valuable suggestions.

And it is co-operation with you by placing the creation and disposal of advertising art, that most difficult of commodities, on a sound business basis.



THE WELANETZ COMPANY INC.
2 East 23^d. Street New York City

THE TRIBUNE IS THE FASTEST

New York Tribune's
percentage of gain for July
is greatest in
New York
morning field **158 $\frac{3}{4}$ %**

In the first seven months of 1919 the New York Tribune carried more advertising than in all of 1918.

For the first seven months The Tribune was second in volume of lines gained—1,904,057 and first in percentage of gain—83 $\frac{1}{4}$ %.

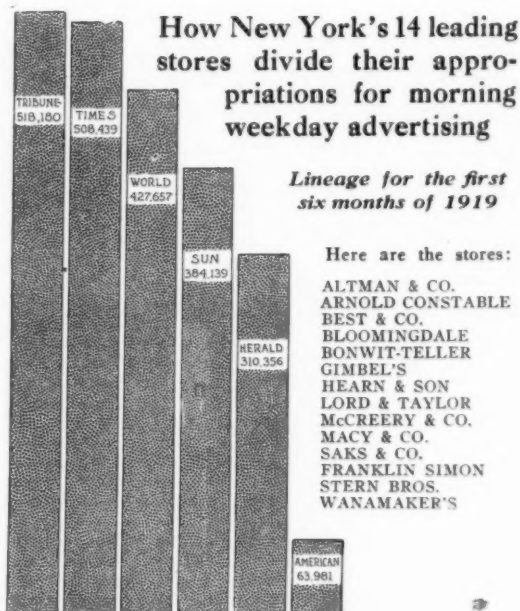
Contributing heavily to this record has been the volume of advertising placed in The Tribune by the severest critics of a newspaper's responsiveness—the leading department stores. Study the names and figures on the next page.

New York

First to Last—The Truth:

ST

GROWING PAPER IN NEW YORK



WHEN these Department Stores, whose advertising managers can tell at once whether an advertisement has pulled, are showing such overwhelming confidence in The Tribune, is it any wonder that more and more National Advertisers feel that their New York list is incomplete without The Tribune?

Tribune

News—Editorials—Advertisements

Hidden Snags in Export Advertising

Always There Is the Danger of Glaring Absurdities Unless Copy Writer Knows, and Knows That He Knows

By Joseph Nathan Kane

Export Manager of D. Auerbach & Sons, New York

HOW would you feel if on opening your morning mail you should come upon the following handsomely engraved announcement on white linen writing paper, the upper portion of which bore the coat of arms of the Venezuelan government?

August 2, 1919.
MARACAIBO, VEN.

LADIES AND HORSES:

It gives us great pleasure to inform you that we have reduced our prices . . . etc. . . and we are now selling Garcia's Hay Fever Mixture at 5 bolivars per liter bottle.

We will be happy to have you milk animals.

Very truly yours,
GARCIA & Co.

It is rather an odd letter, isn't it? What do you, as an advertising man, think of this specimen of shallow-brain advertising? Now let's be candid. Were you startled, puzzled or insulted when you read that letter? Did you realize that a translator had blundered? What do you think a Venezuelan would have thought had he received the same letter? In telling this story to a group of advertising men, most of them laughed and declared that no one could be foolish enough to write such a letter. On the contrary, these errors were made! I will not mention by whom and I might add not by Garcia & Co., whose name I have taken the liberty to use. A translator used *caballos*, which means horses, instead of *caballeros*, which means gentlemen. This mistake caused the salutation to read "Ladies and Horses" instead of "Ladies and Gentlemen." *Ordenar* (with a kind of a wavy line over the n) means to milk animals, while *ordenar*, which was meant in the above quoted letter, means "to

order." Substituting these corrected words, a proper interpretation of the letter may be had.

To avoid argument we will take it for granted that from the start you knew what was intended. Would you want to buy Garcia's Hay Fever Mixture from a concern that couldn't even mix a few simple words together? We will go one step further. Let us agree that you were not prejudiced against foreign medicines, and that Garcia's poor letter had no effect upon you, the chances are twenty to one that you do not know the present foreign exchange rate of the bolivar and almost thirty to one you don't know how large a liter is! Not knowing what you were being offered in quality, size and price, you, very naturally, would not place your order with Garcia!

Foreign advertising copy has been butchered beyond recognition. *Export Trade* tells of the following. An American Prepared Wax was thus advertised in a Madrid paper: "The wax is applied by the use of a cloth made to look like a piece of cheese." Cheesecloth, in this case, was intended. The expense in publishing worthless advertisements like this "cheesy" ad which bring no results, means the funeral pile sooner or later for the export advertiser.

DIFFICULTIES OF THE TRANSLATOR

A good domestic "ad writer" will not succeed in the foreign market until he has studied the foreign field as carefully as he has the domestic. In the United States he may prepare an article in English which will be understood equally as well in Maine as

in California. But in the Philippines, for example, in addition to English, Spanish, Arabic, Malay and Chinese, eight dialects must be employed, namely, Pangasinan, Tagalog, the three Visayan dialects, Pampangan, Ilocano and Bicol. One desiring to advertise in the Philippines must bear the above in consideration if a national campaign is planned. As translators are, in most cases, "curious cusses" great care must be given to them for many an otherwise good advertising propaganda has been spoiled by poor translations.

Translations—puns, slang, plays upon words, colloquialisms, etc.—should be treated with the greatest carefulness. Words that have dual meanings, or mean different things in various parts of the country should also be treated with gravity. Let us take, for example, a well-advertised product, Skookum Apples. In the Canada Woods, the territory between the north shore of Lake Superior and Hudson's Bay, the word Skookum, which is of Indian origin, means jail or prison. Skookum apples means to them one thing and to us another.

A certain condensed milk firm tried to market its product in South America where at one time there was an unusual demand. Many first orders were received, but seldom a repeat order. Their goods were well packed and compared favorably in price with competing brands. But few re-orders were received. The head of this concern appointed a special investigator to determine why their condensed milk did not sell as readily as other brands. It was later pointed out that duplicate orders were only received from stores that sold their products under a new label or without a label. The goods themselves found a ready market, but the label in this case proved the drawback. On each label was printed, "This high-grade condensed milk was prepared from our New Orleans plant." The objection to this brand of condensed milk was that the South Americans wanted milk from a cow and not from a plant.

They did not understand that plant was synonymous with factory.

The foreigner's association of ideas differs entirely from ours. If we see a fish, to us it is nothing more than a fish. To a Filipino a fish has two different attributes, life or death. If the tail of the fish is pointed up then they regard the fish as dead, if the tail is pointed downward then they consider it alive. In various parts of India, especially in the villages, people are in awe of lions, tigers, snakes, etc., because many of them remember that a member of their family had entered the forest at one time or other and never returned, being presumably attacked by wild animals. It is therefore not advantageous to arouse hostile feelings or create dread or fear, and, therefore, these animals should seldom be used in advertising campaigns. In the religious sections, black, white and lilac dresses should be used sparingly in "ads," as these colors are used to designate mourning. In Siam, the white elephant is sacred and should be treated as such by advertisers regardless of individual or personal feeling. Don't offend; to do so is ruin.

SOUTH AMERICANS IMPRESSIONABLE

Let us take two advertisements and, for example, place them in *El Mercurio* of Chile or in *El Diario del Salvador*, or, in general, in any foreign newspaper. Let both advertisements be worded exactly alike, let both appear in the same paper on the same dates in equally important positions, one containing a picture of a factory and one without. It has been proven that the former will receive the greatest number of inquiries. This is not a treatise on the fundamentals of advertising, but it will be in form to state that the type of "visiting card" advertising seldom pays, and should only be employed in exceptional cases.

Seasonal and timely displays are important items. In order to insure the latter, it is preferable to leave foreign advertising in the hands of a local agent, an example

Conundrum:

Why Is a Moving Picture Like an Advertisement?

Let it be known that you are interested in moving pictures and you have your conversations mapped out far in advance.

For the moving picture industry resembles the advertising business in this respect; everybody knows more about it than those that make a living out of it. Out of 100 laymen, 99 can tell you how to step up your advertising copy. But 100 can tell you all about moving pictures, what is the matter with them, how to improve them, their present ineptitudes and future possibilities.

And while it's a bit irritating at times, it's really a splendid sign of good-health. It means that the public is sitting in on both

advertising and moving pictures. The flow of eager talk that is loosed at the mention of either is an indication of the kicking liveness of both. Folks don't take out pencils and scribble up a lunch table-cloth unless they are interested heart and soul in the subject at hand.

And here's a thought when you decide to take your share of this universal interest in the moving picture by using Photoplay, The World's Leading Moving Picture Magazine. Make your advertisement as technically perfect as possible.

Most of the readers of Photoplay have as keen an interest in every phase of advertising presentation as they have in screen doings.

I can show you all sorts of proof.

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER

330 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

of which is shown in the following story:

A New Orleans food product concern advertised extensively throughout Nicaragua and Salvador that on a certain date its airplane would arrive with a big consignment of merchandise, and that a small portion of every order received by its branch office up to a fixed date would be personally delivered by their aviator to the purchaser, and that in the future they would sell and deliver from the air. Brown & Co., competitors of Green & Co., also had their agent in these countries, and a day or two preceding the arrival of the airplane advertised as follows in all local papers: "We do not sell from the air as we only sell on the level." This "ad," although much may be said against it, was, nevertheless, timely and accordingly received the desired results.

There are several general rules to be observed in foreign advertising. Don't explain too much, make every word count. Each additional word costs good money. This does not apply to your printer's copy as this must be carefully and minutely explained because a foreign printer has his ideas on advertising which in most cases differ entirely from yours.

Don't appeal to your reader's intellect, but don't insult him by calling his attention to his ignorance! And above all, leave nothing to the imagination. Another point worthy of more than a casual remark is exaggeration. Under no circumstance exaggerate. Your product isn't the best in the world, and it can be imitated, duplicated and even excelled! Here at home we are inquisitive, we will lose a second time merely to find out why we lost the first time. Not so in foreign lands. If a foreigner buys a patent medicine guaranteed to cure everything from gout to baldness, and it does not cure his specific malady, he will not only be skeptical of all American patent medicines, but of everything American!

There are two more points which you should carefully ana-

lyze. In foreign advertising it is necessary to convince the public you are one of them. By that I mean this: If you sell to Holland or Russia don't dress your characters like Tom or Harry. Dress them like Hans or Ivan. But don't overdo it!

United States Navy to Send Asia News

In order to bring about a fairer, more complete and more comprehensive distribution of American news in the Orient, the United States Departments of State and Navy have decided to transmit a free news service through the radio facilities of the Navy Department from the United States to the Orient, according to an announcement by the San Francisco Chamber of Commerce. The news will be transmitted by wireless through Honolulu, Hawaiian Islands; Cavite, Philippine Islands, and Vladivostok, from which point it will be distributed to Peking, Shanghai, and other points in the Orient.

The American Chamber of Commerce in Shanghai, it is said, has long used this service, on the ground that wider distribution of news written from a broad and unprejudiced viewpoint would have a wholesome and far-reaching effect not only upon American interests in the Orient but upon the international situation generally. According to the announcement by the San Francisco Chamber, the United States Department of State is also now making arrangements with the different countries in the Orient for the exchange of news between that part of the world and the United States.—*Christian Science Monitor*.

Canada Soldiers' Paper Ceases Publication

Publication of the *Canadian Daily Record*, the Canadian soldiers' newspaper, ceased on July 31.

This paper, making its first appearance in the spring of 1915, and published daily until July 31, had a circulation of 25,000.

In the experimental stage the cost involved in maintaining the paper was borne by the Canadian Government. After a short time the paper obtained a sufficient revenue from the advertisements it carried to make it self-sustaining.

Hinman, Manternach Business Manager

De Witt J. Hinman, formerly business manager of the W. A. Patterson Company, Inc., New York, will become business manager of the Manternach Company, Hartford, Conn., advertising agency, on September 1.

The Liaison Officer of Advertising

Lost Business and Good Will May Be Saved by a Man Who Makes It
His Task to See That All Cogs of the Machine Are
Working Without Friction

Liaison: A binding or union. A connection.

Liaison Officer: In the American and allied armies, one acting as a link or medium of communication between units, maintaining the means of communication and connecting or binding the military units together for action so well co-ordinated that every possible ounce of effort contributes directly to success.

A BUSINESS organization, let us say, has several departments which are efficient. The advertising end is creating interest and good will. The sales manager and his men are landing satisfactory orders. The credit manager is working sharply but smoothly. But if there is a failure in co-ordination, a gap in the contact of one department with another, a lack of appreciation of the fact that one internal function is vitally related to another, sooner or later unsatisfactory results will be manifest.

Sales will be missed, old customers will be lost, and friction will develop within the business machine.

To develop the proper co-ordination, a large corporation recently engaged a young man, experienced in many phases of advertising, to bring under study the whole subject of relations between that house and its customers after advertising and other sales effort had brought the house and customer into contact. After study he was to use the advertising viewpoint in strengthening these relations.

This man became a "liaison officer," dealing daily and intimately with the advertising department, sales force, credit department, accounting bureau, correspondence department, shipping department and adjustment bureau.

Careful analysis of goods or service was his first task. This work opened many avenues through which situations resulting in lost customers were patiently

traced back to their original sources. Corrections were made by applying new practice based on the belief that every point of contact between the customer and the house should be a generating station for good will and good business. The inquirer checked every step in a transaction from beginning to end, testing each step for its psychological effect on the customer and the smoothness with which it functioned.

As a "liaison officer," linking each department closer to all, and applying the advertising viewpoint, the experimenter simply had to have the confidence of a great many folk in the organization who were sources of first-hand information about experiences with customers. This confidence he secured by the proper use of personality and held by absolute straightforwardness.

GOOD RESULTS ALL AROUND

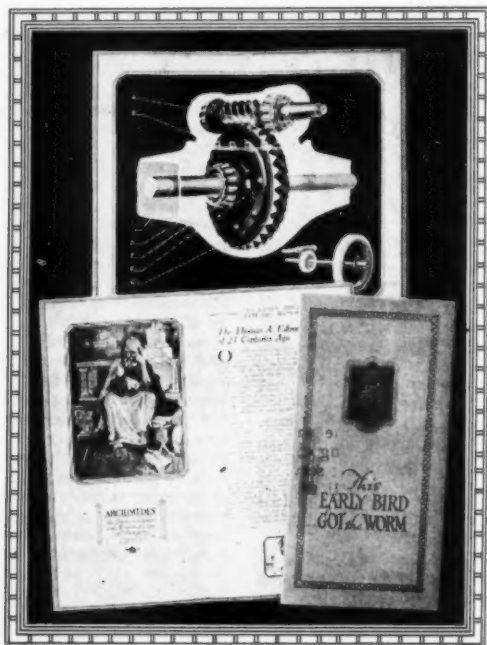
A partial list of results were these:

The sales force was led to take greater interest in the firm's advertising and was inspired with greater pride in real service for the sake of doing something well.

The credit department grew to have a more sympathetic understanding with the sales force, thereby losing no proper business caution.

The collection branch of the credit department ceased dunning bills for goods over which some question had arisen and on which an adjustment was pending.

Correspondents came to take more interest in their letters and spent more time in thinking and less time in stumbling dictation. Savings of from ten to thirty per cent in volume of typewriting were effected by avoiding such useless expressions as "we beg to advise." At the same time the



A GREEK TRANSLATION

WHEN most folks see a worm-drive axle for the first time they say, "That's all Greek to me." Here's a secret: it really *is* Greek, at that. You should see how we told it to truck dealers and prospects in "This Early Bird Got the Worm."

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

"The Edison of 21 Centuries Ago"

THAT'S what he was—Archimedes, of Syracuse (B. C. 287-212). And what he had to do with the internals of truck rear axles was a-plenty. But wait, let's commence at the front.

Their Story

The makers of "The Nation's Freight Car" had to get over to dealers and prospects what the Worm Drive really *is*—translate it out of the Greek, so to speak. This task was just one small link, of course, in the long chain of our sales-development service for this client, but small things can be pretty big, at times. (Ask the average truck dealer to tell you about worm-drive, if you don't believe it!) So we went to the Greek for our facts, and "This Early Bird Got the Worm" resulted. (Have you read it, by the way?)

Our Story

if we tried to tell it in this cramped space, would also be

"Greek" to the automotive sales-executive. Therefore, we won't attempt to say more than just this: that it is a far more vital revelation to ambitious motor car and accessory men—who manage-sales than the worm-drive story ever could be to a dealer.

Because of its unique work, our organization confines itself to the automotive (and allied) field—and our service is so infinite in important details, that we never will be able to co-operate with very many clients at any one time.

Your Story

If, however, you want a rejuvenated dealer-body; a bigger dealer body; and better, more permanent distributor representation throughout the United States—there is only one organization which can meet that want as effectively and at as low cost as ourselves. That is *you*—with our assistance!

Proof? Certainly. If you will write us at either office, we will try to have one of our principals see you.



Unless you have a "top-notch" product and organization, our work would be a boomerang; so please inquire only on that basis.

~ T R O Y ~
NEW YORK



DETROIT
MICHIGAN

firm's letters gained in conciseness, clearness, force and cordiality.

Broken communications with customers in the form of inactive accounts also received considerable of the "liaison officer's" attention. From the books every customer who had not purchased within three months was identified. The rating was checked up to see whether the account would still be desirable if reclaimed. If so, the customer's name, address and date of last purchase were entered on a card. Wherever possible addresses were verified.

To this selected group of customers went a letter that was right in every detail of composition, stationery and engraving. It was signed by a vice-president. Enclosed was a correspondence card with self-addressed envelope, stamped, that matched exactly the outgoing letter. Also enclosed was a printed announcement mentioned in the letter:

DEAR MR. ————:

In a conference to-day our Sales and Credit Managers called to my personal attention the fact that for several months we have not enjoyed the pleasure of receiving an order from you. Occasionally we have heard from you through our representative visiting your town, but it occurs to me that possibly there is something concerning our goods or service that you would like to take up with a Firm member. Consequently I invite a frank response to this letter. For your answer I enclose a stamped addressed envelope and correspondence card for your convenience.

Also enclosed is advance information about certain new features not yet advertised to the general public. I think this information in your hands ahead of the general announcement will help you with your trade.

Cordially yours,

To addresses not heard from in ten days, a follow-up letter was sent which briefly asked for the courtesy of a reply to the first letter. Return postage was again enclosed.

Responses ran over sixty per cent. Thirty-three per cent replied by letter only and the heavy majority of these were willing to meet the house on a friendly basis, although reasons were given for slackened purchases. Twenty-seven and three-quarters per cent responded by purchase only, while five and a half per cent replied

both by purchase and by letter.

Nearly half a million dollars worth of sales were obtained at an operating cost of about four per cent for the campaign.

Every incoming letter that indicated further correspondence might be worth while was taken in hand and thoroughly followed through by the "liaison officer." In this way numberless questions were satisfactorily disposed of.

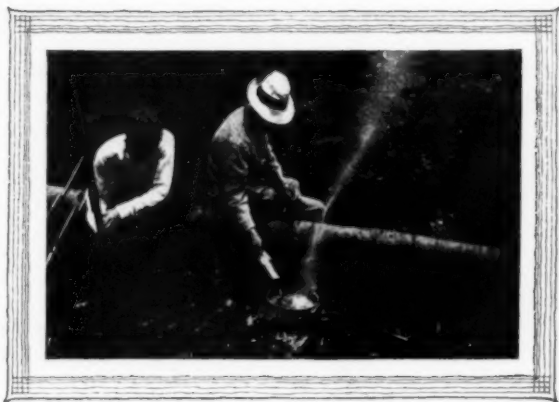
Incidentally scores of small errors were corrected in the house's addressing-machine plates, thus ensuring substantial future savings on much direct-by-mail printed matter.

Some business houses which are large advertisers seldom use advertising itself or even an advertising viewpoint in any important way except when applied directly to making new sales. Visitors are received by someone who behaves as if a prize were offered for him who "railroads" the largest number of callers. Letters flow out daily carrying opening paragraphs saying that "in reply to recent favor beg to state" instead of conveying warmth and good will. Telephones are answered by clerks who say "well" and "yes" in hostile tones and who are not only incapable of handling anything important themselves, but also are unable to comprehend circumstances in which an executive should instantly be put on the wire.

A LIAISON OFFICER MIGHT HELP

One hot forenoon this summer the wife of a wealthy New York business man descended from her limousine at the carriage entrance to a famous jewelry store where she carried a highly valued charge account. A moment later she was in the back row of twenty or more prosperous women and men standing three deep in front of the watch repair counter. Behind the counter four men were trying hard to serve intelligently these waiting customers.

She spent twenty-five minutes securing a place at the counter itself and the attention of a clerk, to whom she explained that she had left a watch to be repaired.



Do You Sell to Them?

Among the several departments on which we are specializing is Sporting Goods. For those interested in this field, we have valuable charts on sales and advertising, from both the retail and manufacturer's standpoint. We know the most effective methods adopted by manufacturers and dealers in marketing these products.

The information found in the charts, combined with our experience in advertising goods of this nature, should prove a profitable service to you who want to make progress in this field.

We will gladly explain this service in detail.

Lamport-MacDonald Co.
Advertising
J.M.S. Building-South Bend, Ind.



Use

Paramount **in your**

WHEREVER it is desired to convince big groups of people (work-people, salesmen or consumers) of certain things about your business or product, those convictions cannot be carried home in a more realistic way than by way of the screen.

Apply this thought to any particular needs that you have in mind, and then consider that the leaders of the motion picture industry—Famous Players-Lasky Corporation, stand ready to translate to the screen the high points of your business with the same artistry in production that you are

Pictures business

familiar with through the feature photo-plays bearing the Paramount trade-mark.

Thus one national advertiser is at the service of other national advertisers.

Write for our blueprint analysis showing the part motion pictures are playing in the promotion of industries. It will show you how you can use a Paramount picture in *your* business.

Address Educational Department



FAMOUS PLAYERS - LASKY CORPORATION

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MELLE Director General
NEW YORK



485 Fifth Avenue, Dept. C
New York City

William T. Hamilton, Jr.,
who has been advertising
manager of *Cosmopolitan*
Magazine, and formerly
connected with other im-
portant national publica-
tions, has been elected
Vice-President of

V a n P a t t e n
I N C O R P O R A T E D.

50 East 42d Street, New York
30 N. Michigan Boulevard, Chicago

After twenty minutes more the watch came down, an exquisite thing, richly decorated and jeweled. During the forty-five minutes this valued customer had waited with growing impatience she heard the clerks trying to excuse at least a dozen broken promises, and she saw many customers compelled to endure the fatigue of standing while time was wasted at the rack and at antiquated telephones.

Among the throng that keeps this department busy all day long are some of that store's best customers. Everyone who brings a fine watch there does so through confidence that honest workmanship of the highest order is synonymous with the name of the house. How does such service affect the future purchases of these people and their friends?

The president of a company whose advertising has made its product a household word bought a substantial bill of furniture from a certain concern. One piece had to come from the factory. The concern shipped part direct, put the factory order through, and billed the customer for the full amount. Naturally he did not pay until delivery was complete. The collection manager, unaware of a controversy with the factory over delay in shipping that one piece, saw the matter as an overdue account and dunned. The best letter an officer of the concern could write did not mollify that customer and his future business went elsewhere.

"Poor liaison work," the army would call that. Some move made in a routine way without full information; a letter written that said the wrong thing, or maybe the right thing in an antagonistic, indifferent, vague or colorless way; some special condition or request overlooked; an unusual shipping instruction disregarded; a delivery promise not kept; some little accommodation denied or ignored because it doesn't directly affect a sale; these are some of the reasons for lost business and good will.

Prospective customers, warmed by excellent advertising copy, an

attractive product and perhaps clever salesmen, are chilled by a credit man who mixes no advertising psychology with his lawyer-like caution, and, often enough, has no interest in advertising anyhow. Farthest removed of all from the advertising department is a complaint and claim department where argumentative conversation or correspondence is carried on with customers who have grievances.

Good sense and good business demand satisfied customers. Forethought and good "liaison work" among departments not only will serve the customer well but distinctly impress him with the quality, the *personality* of the service.

Shoe Company Sells Own Stocks

An advertisement which at first glance, because of its familiar arrangement, was expected to deal with W. L. Douglas Shoes, but which in reality gave the details of an offer of the preferred stock of that company, recently appeared in newspapers.

In this method of appeal and in the fact that the stocks were offered to the purchaser by the W. L. Douglas Shoe Company, Brockton, Mass., itself, and not through an intermediary, the advertisement is unusual.

Some interesting statements given in the course of the advertisements are: "W. L. Douglas' name is known throughout the world. The trade-mark is a very valuable asset, worth millions of dollars, and is the property of the stockholders. It is one of the most valuable trade-marks in the United States."

R. A. Burns Has New Position With Lowney

R. A. Burns, who has had charge of branch house confectionery sales for the Walter M. Lowney Company, Boston, has been made confectionery sales manager of that organization. This work has been handled in the past by H. R. Wellman, whose resignation as vice-president in charge of sales and advertising was announced in *PRINTERS' INK* last week.

J. R. Hunter With Rankin

Joseph R. Hunter, who has directed the advertising and selling plans of the J. W. Jenkins' Sons Music Company, Kansas City, has become a member of the copy and production staff of the William H. Rankin Company, Inc., Chicago.

The Product Linked to the Idea of Public Service

How the Thermoid Rubber Co. Launched a National Brake Inspection Movement Through Advertising Channels

By Hew Trill

MANY far-sighted business men are coming around to the belief that the greatest commercial success, in the future, will be attained only through the rendering, in some measure, of a public service. One of the modern business organizations which believes in this doctrine is the Thermoid Rubber Co., of Trenton, N. J.

This company has as one of its chief products a brake lining for motor cars. In this lining the concern has always felt that it had an article of superior merit—one greatly surpassing most products of the kind. Once it was convinced that its product was virtually perfect, it naturally wished to make its merits known.

At the outset it was confronted with this difficulty: Brake lining is a part of a motor car that ordinarily is out of sight. It is concealed within the mechanism of the wheel. Many motorists are entirely unaware of its existence and ignorant of the vitally important part it plays in making motoring safe. They never give a thought to it except on occasions when it may be too late.

How to focus attention on an obscure thing like brake lining, then; how to induce the motorist to become constantly aware of its function, and incidentally to convince him of the superiority of Thermoid brake lining, was the problem that confronted the manufacturers.

They solved it by launching the National Brake Lining Inspection Movement.

This movement as explained in a leaflet distributed to dealers is as follows:

The National Brake Inspection Movement is a widespread endeavor to persuade every motorist to go to his dealer

or garage and have his brakes inspected before the touring season opens. The possibilities offered by this campaign for increased business in sales of Thermoid and other accessories are unlimited. National Brake Inspection is endorsed by individuals, clubs and various organizations of such influence that it has already gained the editorial support of newspapers and periodicals throughout the country. Traffic Police Departments are taking notice, and, in a word, Brake Inspection is *here*, ready and waiting only for the dealer to tie up his place of business with it and to prepare to handle the business.

The movement may be regarded as a definite contribution to public service because it is designed to prevent accidents, save lives and property, and forestall regret and suffering.

To make the movement universal and effective, the aid of advertising was called in. The copy was addressed first to the universal human instinct of caution, of the desire to avoid danger.

"One car in every ten smashed every year," said the bold headline over the text. A sub-line read: "Faulty brakes cause damage and loss of life."

Having thus aroused the interest of the motorist in brake lining, the next procedure was to inform him why Thermoid was best.

"But," let us imagine the motorist saying, "how am I to know whether my brakes are working properly at any given moment? What is the test?"

There were no proper standards for testing, so the company set out to establish them. It went into the whole subject of brake efficiency. It made tests, procured facts and figures, and then drew up a chart showing in just how many feet a car going at a certain rate should stop under the application of properly working brakes.

BANKS



Samples of the Foreign Exchange Series advertisements now running in the local papers for the Bank of Detroit.

DOES bank advertising produce results? The officials of the Bank of Detroit most emphatically reply in the affirmative.

They know whereof they speak, having been consistent advertisers since the opening of the Bank of Detroit in 1916.

Consistent advertising, coupled with unusual banking service and executive vision, is responsible for the well merited success of this bank, a generous share of which is accredited the Campbell-Ewald Company by the Bank of Detroit officials.



Photograph of the crowd awaiting opening of the Bank of Detroit on March 1, 1916. This was the result of a campaign built on the slogan, "Be a first day depositor."



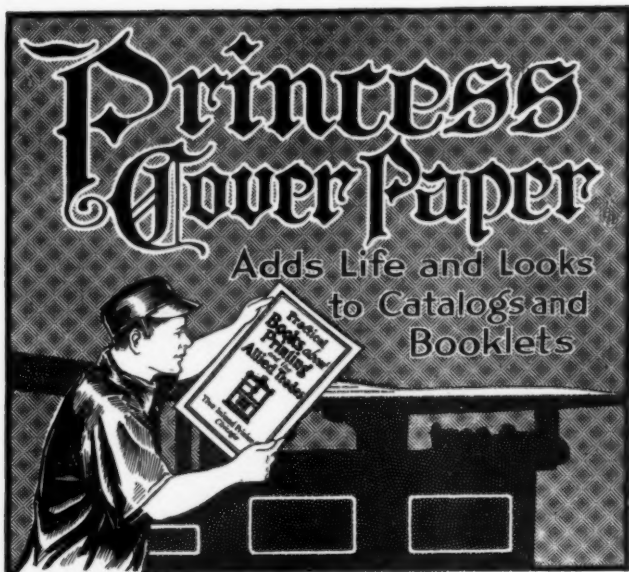
CAMPBELL-EWALD COMPANY

National Advertising

NEW YORK

DETROIT

CHICAGO



THE MAN WHO KNOWS!

The experienced, skillful printer will say *Princess Covers* have no superior as a practical, attractive cover for the business-getting catalog. It creates a splendid first impression, stimulates an interest in the contents, and isn't that exactly what the thoughtfully compiled, carefully detailed catalog needs?

Clear, even imprints can be guaranteed upon *Princess Covers*, and it shows up to marked advantage artistic typography or color work. The fibre is tough, and embossing dies will not cut it, nor folding crack it. Its wearing qualities are unexcelled, affording splendid protection for the pages within.



Printers and Advertising Departments will be supplied with large size free sheets for dummy purposes, or samples. XTRA, Dexter's unusual house organ, edited by "Marcus" will be also forwarded.

C. H. DEXTER & SONS

Incorporated

Windsor Locks - Connecticut

But later, this chart, though clear enough after a moment's study, was found to be too mathematical; it looked too much like a problem requiring pencil and paper. It was decided that no chances should be taken on the man who thinks he cannot spare even a moment's study. So the chart was taken in hand again and "humanized." Squares and vertical lines were abolished. Figures were reduced to a minimum. The chart was translated graphically. Various types of cars were represented as running along horizontal lines, each representing so many feet. The only other figures were those at the start of each line representing the speed rate per hour. The whole was crowned with the telling caption: "Will your car do this?" J. T. Spicer, advertising manager, testifies that this simple change has wonderfully enhanced the pulling power of the chart.

The next step was logical: If these standards should be applied to the individual car, why should they not be applied to all cars? Brake efficiency is a matter not only for the car owner but for everyone using the roads. Should not these standards be applied nationally?

State, police, insurance and motor club officials were canvassed. How could they fail to be "heartily in favor of any movement which will result in the lessening of accidents upon the highways of our State?" Certainly it should be a national movement in the public service. Thermoid started it. Why should not Thermoid get on the band wagon and drive?

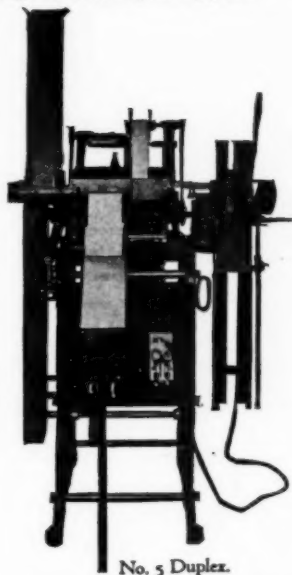
"The greatest advertising campaign ever scheduled for brake lining," to quote from the company's message to the dealers, was drawn up to run in a list of national publications. The copy was directed along the following route: first, through the caution motive, to individual inspection by the owner's garage man; second, through individual, to national inspection; and, third, through in-

85%

—Recently, an expert in the publishing business remarked that he believed that over 85% of all the publications addressed in the United States were addressed on

THE BELKNAP SYSTEM

The first addressing machine ever produced was manufactured 39 years ago by F. D. Belknap for a publisher. Since that time, the Belknap System has been as necessary to the publishing business as a printing press.



No. 5 Duplex.

The BELKNAP No. 5 Duplex Machine at a continuous speed of 7500 per hour.

- 1 Addresses the mailer strip.
- 2 Prints and cuts proof, at no extra cost or labor, in any desired length for binding.
- 3 Automatically picks out the expiring stencils and files them in separate drawers.
- 4 Counts and registers the number of subscriptions automatically skipping and not counting postal divisions

RAPID ADDRESSING MACHINE CO.
Belknap System

32-46 West 23rd Street NEW YORK

**1,500,000
Consumers**



**Wisconsin
Daily League**

29 leading daily newspapers which blanket the State.

We furnish complete consumer and dealer data. This league specializes in dealer co-operation.

With one order and one payment you blanket Wisconsin.

Write today for rates and information on co-operation.

H. H. BLISS, Secretary
Janesville, Wisconsin

BINDERS FOR PRINTERS' INK

75 Cents Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, - - New York

spection to the superiority of Thermoid.

Any advertisement of the series can be analyzed strictly along these lines. Here is a typical instance: first, the danger signal is indicated by an illustration in half tone of a busy rectangular street corner, a fire engine is rushing in one direction while an automobile driver, going in another direction, is desperately applying his brakes to avoid collision.

"Ten feet between you and danger," reads the caption, with the sub-head, "Would your brakes hold in an emergency like this?" The following copy reads: "You are speeding peacefully along when suddenly a fire engine shoots out of a side street. There is ten feet leeway in which to stop. You jam home the brakes and the engine goes across in front of you.

"That ten feet was space enough because your brakes held.

"Five hundred times a year your brakes have stood between you and an unfortunate accident. But because they have always responded, don't grow careless of them."

It is worth noticing that this appeal is made on the basis of an accident that has been avoided but which might have been disastrous; not on the basis of an accident that has happened and could have been avoided.

Emphasis was properly directed to the danger of neglecting brake lining and taken away from the danger of riding in a car. The appeal was positive, "You will be safe if you do pay proper attention to your brake equipment"; not negative, "You will crash if you don't."

The second development of the copy followed naturally: "Know the condition of your brakes," ran the sub-head. "A simple inspection now and then will insure continued safety.

"Have your garage man look at your brakes to-day. Possibly only a simple adjustment is necessary to increase their efficiency?"



Why "Snub" the Girls?

Your proven knowledge of the Boy-field, and the same logical reasoning, will lead you straight to a realization of the equally tremendous advertising importance of the GIRL in the home.

WRIGLEY'S GUM is one of the recent national advertisers to recognize, and capitalize through THE GIRLS' COMPANION, the splendid opportunities of this responsive field of 400,000 "Little Women"—average age 14 years—in 400,000 desirable homes.

YOU DOMINATE THE GIRL-FIELD WHEN YOU USE

The Girls' Companion

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOR, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

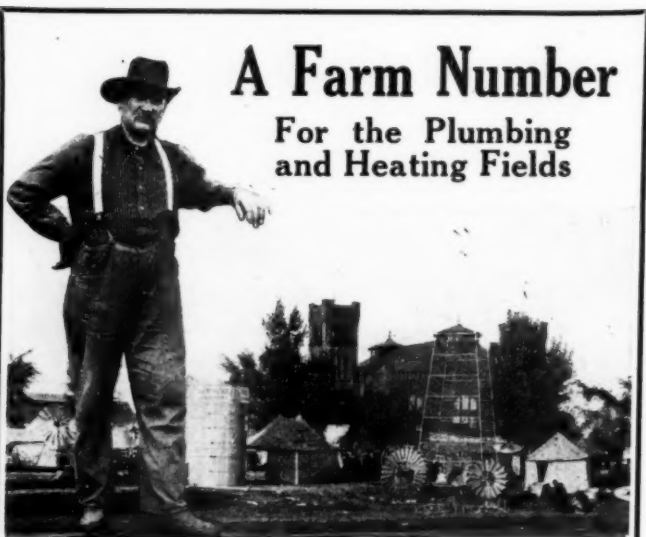
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY



Better PRINTING

Mr. Advertiser, your advertising program will be incomplete and defective if you fail to include direct advertising. Perhaps you lack ideas. *We have them.* Perhaps you hate the details connected with art work and engraving. *We attend to them.* Perhaps you need BETTER PRINTING. *We do it.*

PUBLISHERS PRINTING CO.
217 WEST 25TH STREET New York



A Farm Number

For the Plumbing
and Heating Fields

THE first issue in September of "Domestic Engineering" will be devoted exclusively to showing our subscribers the possibilities of bigger sales to farmers, and how to develop business in plumbing, heating and lighting equipment and allied specialties.

This will be, so far as we know, the first number ever devoted exclusively by any publication in this field to exploiting the opportunities for sales to farmers.

It will deal particularly with electric lighting equipment, which is the foundation for water supply equipment and plumbing fixture sales. Many plumbing establishments, right now, are securing the agency for reputable lighting equipment and are becoming interested in the sale of specialties that follow the installation of the lighting unit.

This is another milestone that "Domestic Engineering" is passing along the road to Progress. Many constructive business-building campaigns have been under way this year in the following lines—ventilating, factory plumbing, shower baths, gas water heaters, bubbling fountains.

"Domestic Engineering" is the only weekly publication reaching the plumbing and heating field exclusively.

DOMESTIC ENGINEERING
407 SO. DEARBORN ST. - CHICAGO, ILL.

Member Audit Bureau of Circulations
Member of the Associated Business Papers

"Reason why" copy followed logically.

The national appeal was brought into this advertisement in a panel at the side. In this were reproduced facsimiles of letters of approval from prominent officials and the Brake Inspection Chart.

In this and all the other advertisements of this series, the sticker "Brakes Inspected 1918" was stripped in reverse into the half-tone illustration. These stickers were supplied broadcast for use on wind shields.

The dealer end of this campaign was one of its most interesting features. Every consumer advertisement urged the motorist to go to the dealer. Thus the company flattered the garage man and directed business to his door. Full advantage was taken of this lever on dealer co-operation. He was urged by direct mail and trade-paper advertising to tie up with the National Brake Inspection Movement.

These "dealer helps" included newspaper electros and press notices for local use, window stickers six inches high by thirty-six inches wide reproducing the "Brakes Inspected" wind shield sticker, the chart and the message, "Have your brakes been inspected? Let us inspect your brakes and make certain they are safe—Do it to-day"; also, tags listing possibly needed repairs, display cabinets and descriptive price lists.

As a final tie up between the dealer, the movement and the motorist the company prepared a series of letters with quadri-color illustrations of possible accidents with four-page inserts to be imprinted with the dealer's own letter head and signature, and to be mailed, free of cost to the dealer, to a list of customers supplied by him.

This completely conceived campaign is being developed and extended this year along the lines previously laid down. Where fourteen weekly and monthly magazines were to be used last year, twenty-nine are now to carry

Thermoid brake inspection advertising. The company declares that 267 advertisements will tell the story this year.

This increase in space used testifies to the success attained by this form of advertising; for the advertising appropriation bears an exact proportion to the sales made, being based on a fixed percentage.

In 1916, when this form of advertising was conceived, only 45 per cent of the company's product in this department was sold to jobbers for replacement. The figures for March, 1919, show that 85 per cent of the company's sales of brake lining were made to the trade for replacement. This proves that the advertising has sold the consumer on the advantages of the product.

The copy this year is far more "newsy" than that of last year. It deals in facts rather than in generalities. Figures regarding accidents have been collected and these are being played up in their relation to brake lining and brake inspection.

Sales have increased so rapidly that new records of production are constantly demanded. The latest record was made on April 30 when 50,233 feet were produced in nine hours. Under pressure from the sales department 826,000 feet were produced in April.

A sidelight on the company's policy in regard to production is given by placards hung around the factory for workman consumption only, "Don't sacrifice good work for speed."

This indicates, as is indeed the fact, that the public service idea dominates not only the advertising and sales department but the whole organization also.

Knox Hat Co. Buys Out Dunlap

The Knox Hat Company, Inc., New York, has bought out the hat firm of Dunlap & Co. The Dunlap name and New York store will be retained. What its advertising plans may be under this enlargement, the Knox Company has not yet disclosed.

Dealing in Futures

Insuring Sales for the Years to Come by Paying the Premium of Advertising to Children To-day

By Harry Varley

In spite of what the proverb says, you *can* teach an old dog new tricks—but it is hard. Training them from puppyhood in the way you want them to go, catching them when they are young and impressionable and making the most of their education at that time is the better way. And in this we humans are much the same.

It requires much brain work and close study to advertise to children in the best way to sell them things that childhood craves, such as toys, but this is nothing compared to the selling of products they cannot have until they are grown up—to make boys and girls *want* things now they couldn't have and shouldn't have for five, ten or twenty years. Some advertisers see little sense in spending money advertising "grown-up goods" to children; many, however, have found out the wisdom and profit in doing it.

Make a child think of "automobile" in the term of "Packard," keep that idea before it until it becomes an ideal, and when that child can afford it (and granting that Packards keep their relative position among automobiles), the man or woman the child has become will have the strongest incentive for buying a Packard. True, circumstances may compel the purchase of a Ford, but lurking in the mind will be the thought "until I can buy a Packard." In any event, the Packard advertiser would have done everything he could and used his entire influence at the right time; but if he waited until the child had grown old enough to have absorbed from general sources the names of a dozen cars into its mind, he would have missed a wonderful opportunity. The waxlike mind would be criss-crossed by the other names; the soil would have other

seeds besides his and it would be a continual struggle for supremacy. First impressions are strong—which is particularly true of advertised goods.

There are three divisions in advertising to boys and girls:

a—To sell them children's goods.

b—To have them influence their parents in the purchase of either children's goods or those purchased by adults, in which class we would place breakfast foods, player-pianos, etc.

c—To educate them, familiarizing them with a product so that when the proper time comes, they will remember it—and buy.

It is the third method we are touching upon, though the subject overlaps and embraces the others.

FOR INSTANCE, SILK-STOCKING EDUCATION

Assume that you are the manufacturer of men's and women's silk hose! You are selling your capacity at present, but you desire to insure the future against the possibility of competition or other unforeseen limitations of sales. Very well! Advertise to children. Make them look forward to the day when they can wear silk stockings; impress them with the thought that when the time comes they should wear *your* brand; get the idea into their heads that the acquisition of the first pair of silk stockings is an event comparable with putting up the hair, or, for the boys, graduating into long pants. Do this, and it is a certainty that the time they wait will be shortened—that the silk-stocking age limit will be lowered and, if your advertising has been effective, your brand will be *the* brand for them.

It is not within our province to discuss the moral or other effects of encouraging children to de-

How would the Master Designers Advertise

- Luxury?*
- Dignity?*
- Strength?*
- Daintiness?*

We asked T. M. Cleland to design a folder expressing "Luxury"; Adolph Treidler to design one expressing "Strength"; Frederic W. Goudy "Dignity," The Reeses, "Daintiness."

Each has produced a classic example of Interpretative Advertising. Each has chosen a Strathmore Expressive Paper.

Let us put your name on our mailing list, and send you these four folders as they are issued. Think over the magazine advertisements which appear this fall. They are Strathmore's Fall Campaign: "*The Art of Papergraphic Advertising.*"

Strathmore Paper Co., Mittingueue, Mass.

Strathmore
Expressive
Papers &



One of Largest Foundries in Wisconsin

Contract Let for Samson Tractor Company By General Motors Corporation at Janesville, Wisconsin

Over a million and one-half dollars to be the cost of this single unit which is the third of the building series that is to make Janesville one of the greatest agricultural implement centers in the United States.

One thousand workmen will be employed in this foundry alone at the start and hundreds more will be brought to Janesville just as fast as houses can be prepared for them.

Building operations are at fever heat—hundreds of houses are going up and the program calls for many more this year.

Every manufacturer whose goods are represented in Janesville, or who has anything to introduce here, would do well to make a move now. "Build in" your market while the growth of the community is young. It will be established and ready for the larger demand at the proper time.

Every maker of building materials, hardware, heating apparatus and household goods, should look Janesville, Wisconsin, way.

The Daily Gazette will increase its size to 8 columns 12½ ems September 1st and is building and expanding to keep pace with Janesville's growth and to give the advertiser a thorough representation in this fast growing community.

THE DAILY GAZETTE

Janesville, Wis.

M. C. WATSON,
226 Fifth Avenue,
New York City

A. W. ALLEN,
1336 People's Gas Building,
Chicago, Illinois

mand luxuries. If your business is to sell luxuries, then developing the taste for them through advertising and selling more goods now and in the future is the only thing we are considering. In any case, to-day's luxuries are to-morrow's necessities. Advertising is, and has been, a most powerful factor in bringing the unattainable pleasures of the fathers into the ordinary reach of their children. The aristocratic toothbrush and bathtub of a generation ago are in everyday use even in families of modest means. To-morrow, advertising shall take them to the uttermost slums—or, better than that, shall wipe away the slums themselves. Who can say how much the general health of people has been benefited by these two of the thousand and one products advertising has made popular?

Why do our manufacturers of tires, silverware, soap, guns, automobiles, food products, toilet preparations, etc., advertise in children's magazines? Is it because the parents, keenly interested in all that interests their children, will see the advertisements? Not necessarily! These advertisers are making the first impressions on the young minds and counting upon future results. They don't expect little Elsie to run to her mother and cry for a chest of Gorham Silverware! They do expect her to see that word "Gorham" in connection with silverware—to stamp it indelibly on her mind while it is in its most receptive condition. The motive behind some of this advertising may be to catch the parents and be planned solely for that purpose. If so, the advertiser is missing a golden chance—or is sowing better than he knows.

**BEECHAM A CONSISTENT ADVERTISER
TO CHILDREN**

For more than twenty years this principle of selling the young mind for future results has been used to some extent. The English advertiser, Beecham, who made a fabulous fortune from advertising his famous pills "worth a guinea a box," used it in many spectacular

"When Seconds Count"



"Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield-Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure lock. No wrapping or tying necessary.

Ask for Samples and Prices
MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK

MORE than seventy-five percent of all the underwear and hosiery sold in this country is bought by the readers of the only exclusive underwear and hosiery publication—

THE Underwear & Hosiery Review

That accounts for its carrying more underwear and hosiery advertising than all other trade-mediums combined. Quite naturally it is the accepted medium of the trade.

**THE KNIT GOODS
PUBLISHING CORP'N**
320 Broadway New York



Every Advertiser
Knows the value of the
specialized market.

THE SALES MANAGER

Monthly

Covers a Specialized Field.

In every large institution THE SALES MANAGER-Monthly will be found on the desks of "Sales Managers"—The men who are in a position to buy YOUR products for THEIR institutions.

Mr. Seller:—THE SALES MANAGER-Monthly is \$2.50 a year. A year's subscription will make you a better seller.

BETTER SELLING
means BETTER PAY

—The—

William Edward Ross Service
150 NASSAU ST. NEW YORK, N. Y.

ways. He distributed sheets of specially prepared paper to school-children. In one corner of these sheets was a star. Applying the glowing end of a newly extinguished match to the star, the youngster watched as the paper began to smoulder and sputter in a direction guided by chemicals that had been used for the purpose. Slowly the design or lettering would be burned out until the charred line completed the sales message. Sometimes it was a humorous cartoon illustrating the joy of the sick man who had been made well by taking Beecham's Pills. In most instances it was a short, powerful selling argument. This was literally burning the message on the brains of the children. Beecham knew the children would not buy pills; he was wise enough to know that even if he did not secure immediate results from the parents' interest in anything that entertained and amused their offspring, the children were future men and women, and some day would be subject to the multitudinous ills that threaten humanity—with Beecham's Pills as a remedy.

More recently, Hires, of root beer fame, printed small, two-color "kiddie" booklets by the million every year. These little booklets contained animal stories—"The Animals at a Picnic," or some such title—a picture on each page with a four-line stanza caption. Evidently they believed in turning the young minds to Hires with the assurance that if you train up a child in the way he should go, when he is old he will not depart from it.

It is not an easy matter to advertise properly to the child mind. An adult advertisement cannot successfully be translated in illustration and text into lines and language the youngster will understand. In ordinary advertising we use words, ideas and pictures because of their associations, assuming that a person old enough to read them has heard, seen, read or discovered by intuition the knowledge that is a key to understanding. For example, most



Every account in this Agency has come to us on the proper basis. That, we are confident, is one reason why our list of clients is *permanent*.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

***Every Type of Color Work,
But Only ONE Kind of Plates
—the Finest Possible***

Critical copy men will pardon the superlative we hope, but we think its use is justified. We know that more care and skill than we use *can't* be put into plates—and as for experience, we've had more than a quarter of a century of it!

Our clients too, we believe, will agree that we're not exaggerating when we say "*finest*."

Anyway, try us and see!

**The TRICHROMATIC
Engraving Company**

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.
J. H. TRYON C. A. GROTZ



Alfred Decker & Cohn delivering Society Brand Clothes by Curtiss Planes

IF the Aeroplane appeals to your Imagination—and Fascinates you with its Possibilities—for Constructive, Permanent Advertising

GET THESE FACTS

The initial cost is no more than a motor car of the same power.

They are safe and easy to operate.

The upkeep is less than a high-powered car.

The public eye is on it.

The early birds are getting the worms, bacon, 'n everything!



Lord & Taylor delivering merchandise by Curtiss Plane

Curtiss

Immediate Deliveries

There is a splendid opportunity for dealers to become identified with this profitable industry. Get in on the ground floor by writing for our sales plan for your territory.

CURTISS AEROPLANE AND MOTOR CORPORATION;
Sales Offices: 52 VANDERBILT AVENUE, NEW YORK
CURTISS ENGINEERING CORPORATION, Garden City, L. I.
THE BURGESS COMPANY, Marblehead, Mass.

Member Manufacturers'



Aircraft Association

adults know, in a general way, the appearance of a cocoanut palm. In advertising nut butter, the atmosphere often is conveyed by a grove of cocoanut palms. But a child might not have the knowledge that would associate the trees with cocoanuts and from these to the nut butter. Again, the phrase "charm of the Orient" conveys some more or less definite, if infinitely varied meaning to an adult who has heard and read about the romance of the Far East. A similar phrase, even reduced to simpler language, might be meaningless to a child.

SIMPLIFYING THE COMPLEX FOR CHILDREN

Few children can appreciate a complex taste—which impels us to digress a moment to illustrate one all-important point in advertising and selling to children. Who the genius was who conceived the idea of putting the alphabet and numerals in tomato soup we know not! But he *was* a genius. He knew that the *taste*, which appealed to men and women, was not particularly attractive in itself to children. It was a complex taste that was acquired and not a simple taste such as the sweetness of sugar, just as the *color* of tomato soup is complex compared with the primary red or yellow. Therefore he made eating soup a pleasant game for the children. A spoonful held the possibilities of a thrill of delight. It might contain the magical letters C—A—T all at once, and if it didn't (and it never did) there was always another spoonful to anticipate or another day's soup—and in the meantime the child was acquiring the habit of liking soup.

That is what we must do in our advertising to children. You can't make a child imagine a new taste or smell as you can an adult, by association. If I say that a certain taste is similar to a combination of pomegranate, lemon and sweetened peppermint, I presuppose that you, as an adult, have tasted the three and can imagine the combined taste. A child may



Hop Service Sales Cartoons

for

**House Organs
Mailing Circulars
Dealer Literature
Salesmen's Bulletins**

—are founded upon an accurate knowledge of the fundamental forces which govern good merchandising.

Our semi-Annual Catalog, containing 88 sales promotional Cartoons—and "Sales Jr.", a booklet of 180 sales characters with philosophical sayings—will be mailed for the asking to interested Sales and Advertising Managers and Executives.





If You Aim High

IT IS in business literature and stationery of distinction, planned for definite purposes, where the ends in view justify any cost, that the EDWARDS PRESS can best serve its customers—and prospective customers.

We are equally willing to estimate in competition with other establishments reputed to do equally good work or to accept business on the basis of cost plus a stated percentage.

The
Edwards & Franklin Co.

Printers, Lithographers, Engravers
Youngstown, Ohio
Medal London, 1914

electros stereos mats

O'FLAHERTY
225 West 39th Street
NEW YORK CITY

not know the taste of pomegranate, or, if it should know this and the other two, it would lack experience in combining tastes such as we get in some of the fancy dishes of modern cookery and which enable us to use our imagination by analogy. Because a man knows the taste of ale, cheese and seasoning in a rarebit, it is easier for him to imagine the taste of olives stuffed with crushed, raw onions.

Let us make this clearer in another way. An adult reads the words "bitter as gall." The impression is strong; vivid. It is almost a superlative of bitterness, not because the average person actually has experienced the *taste*, but because this phrase has been used in literature and in conversation to express extreme bitterness. A child's literature seldom would employ the phrase (just as a child's diet would not include Welsh rarebit), hence it would have no force, or little, until the child should be old enough to have read this many times and by association, *imagine* the idea of intense bitterness. You could not expect a child to understand a phrase of this nature any more than you would expect it to know the taste of caviar.

Whatever words are used in advertising to children, they must fall within the circumscribed literary, physical and intuitive experience of their lives. This doesn't mean merely an avoidance of big words. It is a dangerous trap for unwary writers to assume that simple words in straightforward sentence formation always are understood by children, or that it is unnecessary to use the best literary tactics to obtain the greatest effects.

While the argument that men and women often are but grown-up children is true, it cannot be reversed. The advertising appeal to boys and girls must be made especially for them to secure the most results. Their imagination is of a more elemental nature. Pictures are imperative whether they be done in lines or words. The *story* must be paramount. Dramatizing the subject is vital.

The Sun Shines Bright in My Old Kentucky Home

With the prospects for the biggest crops of Tobacco, Wheat, Corn and other farm crops ever produced in this section—

With bank clearings for the six months ending June 30th of \$53,712,861,—an increase of over 50% over the same period a year ago—

With total bank deposits of \$8,258,177.71,—an increase of 45% over the same date two years ago—

With over 6,900 persons having bought government securities to the value of \$5,700,000 in the past two years in addition to adding over \$2,500,000 to their bank deposits—

With retail business showing an increase of 65% over the first six months of 1918—

With almost every manufacturing plant in Paducah running at full capacity, some of them with night shifts, and the addition the past few months of two new industries which will add 500 employes to the city's factory employes—

With more new construction work, more repair work than in many years, and big additions being made by three of the big retail stores—

With one automobile agency selling over 1250 cars in a year and having orders for 350 more on its books—

With every one of the ten counties of West Kentucky, of which Paducah is the hub, and trading center exceeding all of their Liberty Loan quotas and in most instances doubling them—

There is every reason to predict a period of unusual and solid business prosperity in Paducah and West Kentucky in the coming months—

There is justification for The Sun's increasing its floor space almost double—

For The Sun's installation of a new, 30,000-an-hour, Duplex Rotary press, and added linotype equipment, including the latest masterpiece, a Model 20.

The new press will be operating September 1, 1919, at which time The Sun will change the size of its pages to eight columns of twelve and a half ems, twenty-one inches in length.

The Paducah Evening Sun

G. LOGAN PAYNE CO.
CHICAGO AND NEW YORK
Western Representatives

PAYNE, BURNS AND SMITH
NEW YORK AND BOSTON
Eastern Representatives

Members of the A. B. C.; Associated Press; A. N. P. A.

CHILE

(18 days from New York)

**Bought nearly \$75,000,000 worth of
American Goods last year**

Buying More This Year

There is a ready access to this immense market
through the columns of

EL MERCURIO

The National Newspaper of Chile

Valparaiso—Santiago—Antofagasta

El Mercurio is a modern newspaper with Associated Press and direct European cable service, published in plants equipped with modern American machinery.

It issues regular morning and evening editions in Santiago and Valparaiso and a morning edition in Antofagasta.

It is nation-wide in its influence and the chosen medium with Chilean merchants seeking to reach the consumer or the dealer.

Ask any one who knows Chile about El Mercurio

El Mercurio has established its own offices at

**407 Times Building
New York City**

where any general or business data desired regarding Chile may be obtained, and advertising arrangements made on exactly the same terms and conditions as prevail in Chile.

ERNESTO MONTENEGRO
General Representative

S. S. KOPPE & Company
Publishers' Representatives

One passage from our beloved Stevenson emphasizes this:

"To the grown person, cold mutton is cold mutton all the world over; not all the mythology ever invented by man will make it better or worse to him; the broad fact, the clamant reality of the mutton carries away before it such seductive figments. But for the child it is still possible to weave an enchantment over eatables; and if he has but read of a diet in a storybook ("or an advertisement" we could insert here) it will be heavenly manna to him for a week."

From which advertisers to children must gather the inference and learn the lesson so admirably seized upon and worked out in practical selling by the man who put the letters in the soup, and many other contemporaneous campaigns which are dealing in futures by advertising to children.

Trade-Mark Idea Is Ancient

A TRADE-MARK may be generally defined as a convenient way of disclosing the commercial source or origin of goods which are sold in trade. The means commonly employed for this purpose is either a word or symbol, or a combination thereof. There is a popular impression that a trade-mark is a rather recent device. While it is true that during the last thirty years there has been a great increase in the use of trade-marks in countries that have extensive commerce, it is not true that such use is in any way novel to those countries.

Excavations establish that the Egyptians, Phoenicians, Romans and Greeks all used marks to identify their products sold in trade. As we know, the Romans were great traders and their marks are found on many of their products, such, for instance, as lamps, food delicacies, and eye salves. Sometimes these marks were the names of the slaves who made the articles, but the representations of

animals and other objects were also used. From excavations in Pompeii, small jars containing fish sauces and charred loaves of bread have been found bearing the marks of the manufacturer.

During the middle ages marks were commonly used by the skilled artisans of the guilds, and particularly by the publishers of books.

Coming down to modern times we find that in this country the extensive use of trade-marks is substantially coincident with the present era of commercial expansion. This period is fairly well identified by the commencement of extensive litigation in connection with the use of these marks. It was not until 1845 that any State of the United States possessed any laws relating to the improper use of trade-marks. The first Federal law providing for registration was that of the act of 1870, which was held to be invalid. The present law of 1905 superseded the act of 1881, which in many respects it resembles.

The first recorded trade-mark case is said to have occurred about the time of Queen Elizabeth. The first recorded American trade-mark case proper was decided in the year 1837, and since that date up to and including the year 1870 only sixty-two cases were recorded. Since 1890, however, there has been an enormous increase in the number of recorded cases and it is still increasing.—*Women's Wear*, New York.

Burton Millar With "Apparel Producer"

Burton Millar, who has been in the publishing business for several years, is now advertising and business manager of the *Apparel Producer*, New York, the official publication of the Association of Dress Manufacturers.

W. F. Holliday With New York Agency

William F. Holliday, formerly district advertising manager of the Burroughs Adding Machine Company, Detroit, Mich., at Chicago, has joined the Joseph Richards Company, Inc., advertising agency, New York.

Maple Sugar Cured Tobacco Being Sampled

The American Tobacco Company Launches New Brand of Scrap Tobacco
Through Extensive Newspaper Campaign

A LARGE newspaper advertising campaign for the introduction and sales promotion of a new brand of scrap tobacco has been launched in the Toledo district by The American Tobacco Company.

The district, consisting of western Pennsylvania, Ohio, Michigan, Indiana and Illinois, consumes more scrap tobacco, it is said, than any other similar locality in the country—much more than of smoking tobacco. It is therefore quite natural that an intensive tryout campaign for their new brand, "Sweet Maple," should be inaugurated in the hub of the scrap belt.

The manufacturers had conducted many tests and blended various tobacco combinations before this maple sugar curing process was definitely decided upon. It came about in rather an unusual manner. Five different tobacco combinations blended and flavored to appeal to separate palates, were placed in unlabeled packages for sampling purposes. The various flavors for checking purposes were marked somewhat as follows: X1, X2, Y1, Z1, X3. These were then distributed to men who hold more than ordinary steady positions and who could be interviewed with a large degree of certainty and satisfaction, such as firemen, policemen and artisans. These were later consulted, with the result that the maple sugar flavoring instead of the more ordinary licorice or saccharine blends was the choice of about three out of five. These facts are brought out strongly in the newspaper copy.

Every ad has an attribute. Generalizing is not indulged in. A fault all too common is that ads are written without specific facts, and in many cases if the firm and product name were changed the

ad would serve a dozen different houses.

The distribution in this unit campaign is 100 per cent. A crew of twenty-five trained, enthusiastic salesmen were called from various parts of the country. These hustlers comb the territory thoroughly. Every dealer is sold for cash.

Sampling plays a most important part in getting the chewer and the product together. Mills and shops and places where men congregate, such as baseball parks, are visited. And in a direct talk to each user of scrap the new features of this article are pointed out and dwelt upon briefly. At the same time a small sample piece of pure maple sugar put up in a blue and white striped carton similar in design to the Sweet Maple package, is given away, along with the scrap. This helps greatly in getting the prospect to realize that the new product is different and also aids him in visualizing something of the operation necessary to give the tobacco the good maple flavor that lasts longer, as the slogan implies.

OTHER WAYS OF GETTING THE PRODUCT STARTED

Furthermore, cartoon window displays and window posters bearing a facsimile of the package, together with "The taste lasts longer," hook up the dealer with the customer.

Moreover, stunts have played an important part in most every scrap tobacco campaign. But in this one the familiar rube and his carpet bag and horse whip have been supplanted by the Beau Brummel of modern times, Prince Albert coat, gray trousers, silk hat, gold-headed walking stick, and instead of the carpet bag, a facsimile package reproduced upon a contrivance not unlike a trav-



EDROP is come to the AAP

This affects himself, ourselves and yourself. His feeling and ours is that the benefit will be mutual. He and we trust that you as the third point of the A. A. P. triangle will benefit doubly.

**ASSOCIATED ARTISTS
OF PHILADELPHIA**
1630 SANSOM STREET

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>JULY-31, 1919</u>			
Edition Ordered	15,400	13,400	13,500
Actual Run	15,428	13,400	13,500
New Subscriptions Received	120		
(a) 6 mos.	18		
(b) 1 yr.	101		
(c) 3 yrs.	1		
Discontinued	97		
Renewal Subscriptions Received	125		
(Prior to expiration 97 after expiration 28)			
(a) 6 mos.	3		
(b) 1 yr.	122		
(c) 3 yrs.	0		
Net Paid Gain	51		
Net Paid Loss			
Total Paid-in-Advance Subscriptions	X 12808	11,121	11,365
Newstands Sales	1843	1,358	1,148
(a) American News (net sales) <u>INCLUDES NEW YORK CITY</u>	1565	1,105	591
(b) N. Y. City (net sales)			416
(c) Direct Out of Town (net sales)	278	248	141
Copies Mailed to Regular Advertisers	24	15	118
Copies Mailed to Single-Insertion Advertisers	117	85	154
Extra Copies to Advertisers	0	0	0
Advance Copies	0	0	0
Uncut Copies for Bound Volumes	175	175	200
Samples	0		
(a) Requested	0		
(b) Unrequested	0		
Office Sales—Current	243		
Changes of Address	0		
Duplicate Copies	6		
Back Numbers on Subscriptions	16		
Service	5		
Miscellaneous Office Use	94		
Total Number of Copies Printed Since January 1	44,984		
Average Edition from January 1 to Date	14,257	12,943	14,513

X
Hien
WATER
MARK

Signed

Frank H. Meeks
CIRCULATION MANAGER

eling bag. This he carries by a handle and rests upon the pavement while performing various antics with his stick. Most generally he marches in the centre of the street, which of course allows people to see him from all sides. For assembling a crowd and as an attention-getter this method is certainly very effective.

So far the campaign is a pronounced success. Both in point of distribution and sales, re-orders are heavy and voluntary orders are numerous.

New Members of Capper Advertising Staff

There are sixteen new members of the advertising staff of the Capper Publications, Topeka, Kans: J. S. Boyd and H. D. Fausler, New York; B. J. Reynolds and L. H. Follette, Chicago; F. B. Rigby, Kansas City; F. R. Bumpus, Lee McMahon, and R. E. Archer, Omaha; C. J. Masseck, B. B. Brewer, A. W. Boyer, M. G. O'Dell, A. C. Ross, W. W. Bowman, Marshall Crawford and P. P. Pebble, Topeka.

Messrs. Boyd, McMahon, Masseck, Brewer, O'Dell, Bowman, Crawford and Pebble are returned service men.

Oklahoma Agency's Staff Additions

Donald G. Wyle, formerly with J. J. Gibbons, Limited, Toronto, Canada, and J. Cecil Brown, formerly city editor of the *Oklahoman*, Oklahoma City, Okla., are now members of the staff of the Keeshen Advertising Company, Oklahoma City.

Robinson Leaves Agency Work

L. T. Robinson, who has been a member of the copy department of the Green, Fulton, Cunningham Company, Detroit, has been appointed assistant advertising manager of the General Motors Truck Company, Pontiac, Mich.

Kansas City Agency Change

Otto Barth has retired from the Potts-Turnbull Advertising Company, Kansas City, Mo., of which company he was vice-president, having sold his interests to H. K. Turnbull, president of the organization.

Duluth Agency Has New Account

The account of the Aske-Moore Corporation, Duluth, Minn., manufacturer of Moore A-Justo Goggles, has been obtained by the Booth-Bachand Agency of that city.

Assistant Advertising Manager

wants position in New York. He is now employed by a manufacturing concern doing \$4,000,000.00 annually. Has charge of buying space in more than 1,000 daily newspapers and of all correspondence with publishers and specials. He is tactful and has been particularly successful in directing the work of others. Possessing good personality, he is capable of dealing with customers or clients. Has had agency experience and knows how to buy engravings and printing. He is a Christian, native American, thirty-five years of age and happily married. Initial salary \$40.00 per week.

Address G. N., Box 127,
CARE OF PRINTERS' INK

TRACTOR Tillage Tools

Young man not over thirty whose experience combines power-farming knowledge with direct-by-mail, trade-paper and co-operative dealer advertising; to start advertising department in long established company making tractor tillage tools.

State experience, age, salary expected. Strictly confidential. Address "E. F.," Box 126, care of Printers' Ink.

Solicitor's Opportunity

A famous quality magazine is seeking a certain young man.

He must have a good appearance, a clean-cut character, ideas and the ability to express them.

Preferably he knows New York Advertising Agencies and something of export trade.

He will be backed by the best organization of its kind in publishing. He will have something very real to sell.

The salary to start (\$50) will not attract him as much as will the chance to do creative work and increase that salary as fast as he proves himself.

*Confidential inquiries
may be addressed*

Barton, Durstine & Osborn
25 West 45th Street New York

Intensive Circulation in Wisconsin

Of approximately 141,112 families on the farms and in small towns of Wisconsin, 66,345 read the Wisconsin Weekly League newspapers.

They represent the more prosperous buyers of Wisconsin. They read their weekly newspaper thoroughly to get the local news. For the advertiser and agent who appreciates the value of this reader interest and intensive circulation, the Wisconsin Weekly League offers the most influential entry to these families.

One order and one bill covers the entire list or any part of it.

WISCONSIN WEEKLY LEAGUE

J. WALTER STRONG, Sec. and Treas.

ELKHORN, WISCONSIN

National Label for Domestic as Well as Export Goods

Proposed in Bill Now in Congress That "Made in U. S. A." Be Used to Identify Goods Made Here for Sale in Home Market —Also Provides That Imported Goods Be Identified

TO make compulsory the display of the imprint "Made in U. S. A." on all manufactured articles that enter into interstate commerce is the purpose of a bill in Congress now under consideration by the House Committee on Interstate and Foreign Commerce. To bring about the universal adoption of the uniform, plain-type inscription "Made in U. S. A." as applied to American-made goods designed for export has been the object of various movements initiated in recent years, both in the national legislature and in business circles. But the present proposal of which Congressman Garland is the author would have much wider application to manufacturers and advertisers.

In reality, this current plan to require every article in the output for domestic consumption to carry its individual trade passport is but part of a plan to compel national identification of all commodities. Paralleling the requirement in the pending bill (H. R. 2220) for the "U. S. A." inscription on all goods of American manufacture is a second section of the bill which would prohibit the entry into the United States of any manufactured article unless it bears an imprint stating the name of the country in which it was manufactured. Any article of foreign origin not bearing such imprint would, under the provisions of the act, be returned to the consignor at his own cost.

As for the insistence that every American article, even though made for American consumption shall, in effect, "show its colors,"

SCOTT & SCOTT, Inc.

Will Pay
Highest
Salaries

TO THOROUGHLY EFFICIENT, HIGH CLASS
MAIL-ORDER

Copy Writers

IMPORTANT. Successful mail order work requires about 100% plus the usual high-class publicity capability. Do not ask us to train you; we have not the time. Much of our work is used in several countries and translated into various languages; therefore the use of correct, simple English, devoid of colloquialisms and "clever" phraseology, is essential.

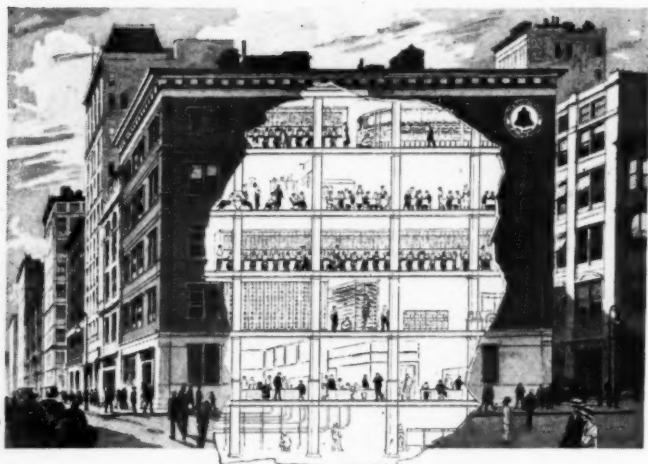
Write for appointment. Correspondence sacredly confidential. Address either office:

SCOTT & SCOTT, Inc.

Advertising Agency

220 West Forty-Second Street, New York

29 East Madison Street, Chicago



The Great Task of Construction

With the coming of peace the Bell System faced an enormous construction program. Conditions arising from war resulted in the wiping out of the reserve equipment normally maintained, and necessary to give prompt connection to new subscribers. The release of industry and accumulated growth of population now makes telephone demands almost overwhelming.

Telephone construction, including buildings, switchboards, conduits, cables and toll lines, must, from its inherent nature, be undertaken in large units. A metropolitan switchboard, with its tens of thousands of parts, may require from two to three years to construct and install.

Only great extension can meet the

present excess burden of traffic and provide for future requirements. Extension which cares for immediate demand, only, is uneconomical and calls for continuous work of such a character as to be frequently detrimental to the service.

During the war the Bell System devoted all its margin to the needs of the Government. The great task of getting back to normal pre-war excellence of operation requires the re-establishment of an economic operating margin capable of taking care of a larger growth than has ever before confronted the Bell System.

Construction is being pushed to the limit of men and materials; while every effort is being made to provide the best, present service.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

the intent of the Garland proposition is evidently to make distributors share responsibility with producers, inasmuch as it is stipulated that it shall be illegal to "sell or dispose of" any article not imprinted as set forth. The imprint would be required to be printed in type of a size not less than six point and a penalty of \$100 is imposed for each and every article sold without the imprint.

Without any initiative whatever on the part of the American Government the inscription "Made in U. S. A." or its equivalent is today requisite on a large proportion of American goods designed for export. In various countries there have been in force, for years past, customs laws, rules or regulations requiring the identification of the country of origin for each article of import. Furthermore, one effect of the war has been visibly to increase the number of countries that require such information and to stiffen their demands. In the face of this state of affairs all that the "Made in U. S. A." movement has sought to accomplish in our export trade is to persuade all exporting interests to adopt the uniform, plain-type inscription "Made in U. S. A." instead of giving currency to a variety of expressions of origin, such as "Made in America" and "Made in the United States," some of which have proven confusing to foreigners. Compulsion in the use of "Made in U. S. A." on domestic merchandise would, in the opinion of the advocates of the plan, help to standardize the corresponding markings on export goods.

HOW SIMS BILL DIFFERS

In contrast to the projected insistence upon the use of a "Made in U. S. A." imprint we have the proposal of Congressman Sims in his bill, which is pending before the same Committee of Congress, that use of a national trade-mark when created shall be optional with manufacturers and, in any event would be sanctioned for use

I Want to Talk to an Advertising Agency

that wants a man with ideas that are the result of wide experience in the publishing business—reinforced by a knowledge of the world and of advertising art in particular.

My experience covers 10 years with one firm, where I began as advertising solicitor on one of the best-known class publications, concentrating on an idea that changed and bettered the whole editorial policy of the magazine.

This relationship was terminated by military service. Since my return from 14 months in France I have been editing a class magazine to the full satisfaction of my employers.

My reasons for desiring to change are that I believe the editorial field is too limited for advancement, that I am primarily an advertising man and that my abilities will find their best expression with a wide-visioned advertising agency.

That I have coped successfully with all the problems of advertising and editorship proves my double value to an agency who wants trained ability and resourcefulness.

Address C. J., Box 132, Printers' Ink

Tim Thrift

knows the ins and outs of direct mail advertising. He has come in contact with it nationally for years. Under his editorship,

The MAILBAG

is chock-full of practical, definite, reliable, out-of-the-ordinary ideas on advertising and selling by mail. Read now by 10,000 business concerns and executives who find it invaluable. To those unfamiliar with it, we make a

Special \$1.00 Offer

We'll send The Mailbag every month for a year and mail a copy of



The Art of Resultful Letter Writing

a brand new book by Robert Buxton, a master salesman, who uses the pen instead of the tongue.

Hundreds have told us this contains more pertinent truths in its 54 pages than everything they have ever read on the subject.

To be sure of getting your copy, send a dollar today. Edition limited.

MAILBAG PUBLISHING COMPANY

1806 E. 40th St.

Cleveland, Ohio

WANTED—Export Man

to handle advertising and sales promotion work. Applicant must have practical advertising experience in copy, mechanical details; good correspondent; analyst of mediums, sales promotion work.

He must be an American, preferably one who can speak and write Spanish and French as well as good English; good habits; a good mixer, as well as an aggressive worker.

The position will pay a good salary to a man with knowledge of food products; opportunity for traveling abroad.

In answering, please send photograph, with full description of experience, references and samples of your work in first letter. Address, M. P., Box 131, care PRINTERS' INK.

MEYER-BOTH CO.

In New York

*At Your Command
for*

Ideas

Art Work

Printing

Lithographing

**35 West 32nd Street
New York City
Madison Square 2957-3004**

only by such traders as had agreed to conform to the rules and regulations that might be fixed and, in accordance with promise to that effect, obtained license from the U. S. Secretary of Commerce. The Sims Bill makes no mention whatever of the phrase "Made in U. S. A.," which some persons have jumped to the conclusion would constitute our national trade-mark. On the contrary the Bill calls for the provision of "an emblem or token." Since the design is to be left to the selection of the Secretary of Commerce it is conceivable that the approved insignia would incorporate the line "Made in U. S. A." but the sentiment of the supporters in Congress of the Sims Bill is that a national trade-mark, if one be adopted, should be primarily and essentially a symbol rather than a slogan.

John Lee Mahin Signs Up For Life

FEDERAL ADVERTISING AGENCY, INC.
NEW YORK CITY, August 7, 1919.
Editor of PRINTERS' INK:

Mr. Herbert Houston's suggestion that you establish a life subscription for PRINTERS' INK, if you have not already done so, meets with my hearty approval. In this I am glad to follow Mr. Houston, as I always am, in his continuous suggestions for the betterment of the advertising business.

JOHN LEE MAHIN.

Profits of the Penney Stores

The average net profits of the J. C. Penney Company, operating 197 stores in twenty-five states, for the past six years was \$1,020,541.41, before taxes. After Federal taxes the average net profit annually for this six-year period was \$660,746.04. At the present rate, according to J. C. Penney, chairman of the board, the company's volume of business for 1919 should exceed \$28,000,000, with net profits before taxes of more than \$2,750,000. Taxes are estimated at \$1,100,000.

An Australian at A. A. C. of W. Convention

President Calleoat, of the Queensland Institute of Advertising, Brisbane, Australia, will be a delegate at the annual international convention of advertising at New Orleans, September 21 to 25, according to word received by the A. A. C. of W.

Meriden, Connecticut

Has over 49,000 population, including large adjoining town of Wallingford.

93% of the entire circulation of

The Meriden Morning Record

is delivered in these two towns

Very, very few daily papers of other Connecticut cities are sold in Meriden.

About 75% of the high class national advertisers who use Meriden newspapers advertise in The Record EXCLUSIVELY in this City.

The Record is THE ONLY MERIDEN newspaper that has ever submitted to A. B. C. Audits.

The Record has much more A. B. C. audited circulation than the other local paper claims UNaudited.

All EASTERN advertising handled through the HOME OFFICE

Gilman, Nicoll & Ruthman, Western Representatives, Tribune Bldg., Chicago

WANTED: A man who can become a Publisher

ONE of the biggest publishing houses in America is entering the trade-book field.

It wants a man to manage this end of the business.

He must be between thirty and forty; he must have had enough experience in the trade-book business to fit into the work at once, but he must not be wedded to conventional methods of book-selling.

He must have imagination and a working knowledge of human nature, for it will be a part of his job to select authors and titles. He must have a pleasing personality, a good education, a wide acquaintance with books and their values, and ability to meet authors on their own ground.

He will have the assistance of an advertising staff, a splendid printing and binding equipment, and a large and efficient organization.

His salary will depend upon how far he measures up to this ideal, and upon his possibilities for rapid development—he will have an opportunity to become a book publisher second to none in America.

• • •

IF, after careful consideration, you decide to answer this advertisement, write your whole story—have it typewritten; as a postscript, add this line: "This is a sample of my handwriting." Mail at once to K. W., Box 128, PRINTERS' INK.

When the National Biscuit Company was a baby, the late president of the company, A. W. Greene, started his cadets in

"Intellectual New England where everyone is supposed to read."

This is like saying New England is a baby food for new advertisers. It is a splendid place for trial campaigns, as here is a rich field for new and old advertisers. Here is the largest per capita wealth. New England has financed most of the great enterprises. Take just one case, American Sugar is capitalized for \$100,000,000 and 55 per cent of its stock is held by New England.

Here are the people with the wit and the means to buy advertised goods when advertised in their

HOME DAILY NEWSPAPER

"The one best bet in space buying"

These fifteen star dailies should be on every New England list.

NEW HAVEN, CT., REGISTER
 NEW LONDON, CT., DAY (Evening)
 WATERBURY, CT., REPUBLICAN
 PORTLAND, ME., EXPRESS
 BURLINGTON, VT., FREE PRESS
 MANCHESTER, N. H. UNION and LEADER
 FITCHBURG, MASS., SENTINEL
 LOWELL, MASS. COURIER-CITIZEN
 LYNN, MASS., ITEM

SALEM, MASS., NEWS
 SPRINGFIELD, MASS., UNION
 TAUNTON, MASS. DAILY GAZETTE
 WORCESTER, MASS., GAZETTE
 PAWTUCKET, R. I., TIMES
 BRIDGEPORT, CT. POST and STAND-ARD-TELEGRAM
 EACH OF THE NEWSPAPERS here named is a power in its home community.

Kresge Has New Department for Service

FRANK J. CAMPBELL, former president of the Campbell-Ewald Company, Detroit, has become associated with the main office of the S. S. Kresge Company in the same city, at the head of a department that has just been created.

For the want of a better name the work has been termed the "Promotion Department." In a way, it is an advertising and publicity department, but that is only one branch of five distinct lines of effort that will be followed within the organization and with the public. There will be Promotion of Personal Development—Educational Activities—Social Organization—Co-operation—and Public Enlightenment.

The Kresge organization comprises over 8,000 employees in all of the 188 stores combined. A great deal of work has been accomplished in some of these stores along the lines of social and recreational activities by the local social secretaries the managers employ. A centralization of these efforts will be perfected and the work promoted until each store is thoroughly organized.

A publication for the force will be started at once and through it the various branches kept in closer contact. Individuals will be encouraged in educational work, thus making them of greater value to themselves and the company. Girls will be trained for department heads, assistants for managers, and each one will become better fitted to fill the positions ahead in this rapidly expanding organization.

Mr. Campbell went to France last year and was placed in charge of the "Hot and Cold Drink" work in the advanced fighting zone for the Y. M. C. A., having purchased materials and distributed ninety million cold drinks to the American soldiers.

Nearly Everybody in Portland Reads

THE EVENING EXPRESS

We say nearly everybody because our canvass shows that at least nine out of every ten families read the Express. It is the only afternoon daily in

PORTLAND MAINE

This city has the greatest population in Maine.

This city has the richest population in Maine.

This city is the jobbing center of Maine.

This city is the wholesale center of Maine.

This city is the financial center of Maine.

The Express is the Big Fellow of Maine's Journalism.

The Julius Motheux Special Agency
Boston—New York—Chicago

BRIDGEPORT CONNECTICUT

A star city of a star section of the country. Every national advertiser will find it worth while to cover Bridgeport with its more than 150,000 population, and industries of the highest class with no labor troubles, with amazing prosperity—Bridgeport—is a great market for all kinds of worthy products.

The Post and Standard Telegram

Connecticut's Largest Circulation

is the star daily of the star city. Circulation more than 45,000 daily. Recognized as the dominating medium of Bridgeport.

A Great Buy for Advertisers!

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1898 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
Burnham McLeary Frank H. Williams
Helen A. Ballard S. E. Kiser
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 14, 1919

Selling by Threat

Any group of men with merchandise or an idea are at liberty to sell it to other men. If the railroad brotherhoods can convince a sufficient number of citizens that their plan for operation is better than the others proposed, the privilege and the reward are theirs. Social inertia is against them. New ideas, like new articles, require a real campaign of education and our national life has always been improved by the injection of constructive thought.

When the intimation is made, however, that unless the country immediately accepts their new idea, a strike will be inaugurated, it is a different story. A threat to paralyze business, destroy mail

communications, and starve the men, women and babies of the cities, seems like an unfortunate and decidedly inauspicious method of starting a sales campaign.

With the request for relief from the high cost of living made by the railroad men the whole country sympathizes, but they by no means suffer alone. Mail carriers, bank clerks, space buyers, editors and chauffeurs are also feeling the pinch. In bringing the problem to the attention of the Government the brotherhoods may even have performed a useful service, but when they demand immediate relief or else propose to cut down the production of every kind of manufactured article and all food-stuffs their plan becomes economically, as well as politically foolish.

The American public is willing to be sold on a new kind of bathtub or a new way to run its railroads. It also believes that authority without responsibility is tyranny, and it very much dislikes to be threatened.

Why didn't the men back of the Plumb plan start a paid advertising campaign and cut out the threats? Surely with the claim that ten million voters are now in favor of the plan the railroad brotherhoods will be willing to place it squarely before the public and let it be decided on its merits.

A manufacturer with ten million customers already sold on his product upon which he had expended much time and effort, and which he believed to be in a class by itself, would scarcely send out a crew of gun men to call on the rest of his prospective buyers.

If the railroad brotherhoods believe in their idea and in the American institution of the ballot they will change their sales campaign at once.

Advertising the Best Self-Help

The cry of the unsuccessful has always been that "in these days of big business the small man has no chance." When a live wire from the Upper Nile secured the contract for building the first pyra-

mid, the same statement was probably made.

Those worse than the unsuccessful, the apostles of direct action who want to remake society at once and have the operation finished by next Tuesday, are now adding new noises to the old cry.

No small business has a chance to grow, no individual has an opportunity to progress, so say these long-haired disciples of the cult of something else.

Their contentions are being disproved continually, and in no place more conclusively than in the advertising pages of the periodicals. It is the commonest occurrence to see a man with an idea for service, a good article, courage, vision and very little money, start small and grow big in a surprisingly short space of time.

Big Money was firmly established in the candy business long before the advent of the five-cent packages which have grown so big, of which "Life Savers" and "Charms" are brilliant examples. Yet the two started from scratch and very little money, but with positive instead of negative ideas about the opportunity to grow. In almost every other line of merchandise young men are growing big, and advertising is helping them.

The American public is by no means prejudiced in favor of big business. Any man anywhere who has a good article, and the courage to tell about it will succeed in direct proportion to the service he renders, and service is by no means a monopoly of the great.

Need for a Fraud Order Here

The publisher, mindful of the financial value of a well-developed moral sense, has driven the advertisements of the "fake" oil promoter from the columns of the magazine and newspaper. It would be too much to expect that such action would end the operations of the fraudulent promoter, possessed of a frantic desire to obtain a fortune overnight, and

blessed with an ever-virgin field. It is not surprising, therefore, to learn that the mail is the medium through which the prospective "fake" oil stock victim is now reached, nor is it surprising to learn of the elaborate plans which have been brought into being, plans which include even the creation of their own periodicals.

Yet, despite these elaborate plans, the fraudulent oil stock promoter cannot escape direct responsibility for the printed matter which is sent forth. It is this fact which makes it possible to separate them swiftly and inexpensively from their fields of operation.

The Postoffice Department is the agency through which such separation can be accomplished; for that department knows, or can be informed by the Vigilance Committee of the Associated Advertising Clubs of the World, of the most minute details of these mail campaigns. It has the power to demand responsible statements of these promoters. And, free from the cares and worries which it had in managing the telephone and telegraph systems of the country, it should now be in a position which would enable it to investigate the truthfulness of the statements which it receives. With its authority to issue a "fraud order" it can do much to prevent needless suffering and waste. The question of action rests with the Postoffice Department.

Advertising as a Habit- Breaker

Many persons are allowing themselves to be unnecessarily alarmed about the social and the economic unrest that is sweeping over the world. A period of unrest, following a great war, is something that should be expected. Widespread discontent has trailed along after all important wars.

It is only natural that this should be so. Man is a creature of habit. It is habit that causes people to tolerate unsatisfactory conditions. As someone has said, it is habit

that holds the mountaineer to his cabin. It is habit that makes the plainsman satisfied with his isolation. It is habit that chains persons to monotonous work, with which they are not in sympathy.

War is a great habit-breaker. It takes millions of men out of their accustomed environment and sends them into strange lands. It takes millions of others and sets them to work at unfamiliar tasks. It takes people out of ruts and stirs new ambitions within them.

The war is over; quite naturally all of these persons do not want to go back to their old surroundings, or to their former customs. Many of them could not go back, even though they wished to do so.

While these millions of war-disturbed persons are settling into new surroundings and new occupations they are bound to be dissatisfied with the *status quo*. But this is nothing to worry about. While these persons will unquestionably improve their conditions, they will eventually settle into new habits and then the world will be less turbulent than it is to-day, although there will always be some unrest.

After all, sane unrest is a good thing for mankind. A period of great national discontent is always a period of progress. It stimulates invention and accomplishments of all sorts. We are witnessing this at the present time. Recent inventions and recent improvements in old products are at least partially responsible for the bounteous volume of advertising now appearing in America. Advertising is necessary to get these new things accepted. Thus we see that advertising, like war, is a habit-breaker. It disturbs the complacency of easily contented persons and makes them want new things. In other words, it plants within them the desire to form new and better habits.

More Distribution Fundamentals

A well known manufacturer remarked the other day that a concern that makes a quality product had better stay

out of a town altogether than to have the wrong sort of representation in it. This is something that, in their anxiety to get distribution, many national advertisers overlook.

A dealer whose reputation is not in keeping with the standing of a product he may be selling can give it a "black eye" is a community. For it must be remembered that retailers quickly color the repute of their merchandise.

In view of the importance of the subject, it is obviously important that a manufacturer be careful not to make a false start in establishing his brand in a town. It is better to delay the distribution than to link up with a dealer who may discredit the product.

A false move of this kind is not always easy to remedy. Once an article has become prominently identified with an unworthy distributor, it is harder to interest more efficient distributors in handling it. They realize that the poor dealer has colored the product to such an extent with his own character that its sale is handicapped, and that it may take too much effort on their part to rehabilitate it.

A number of manufacturers have discovered this to their sorrow. The sale of their lines in certain sections has been retarded for years simply because when they were introducing their products a weak salesman put them into any kind of store that would accept the representation. These houses sooner or later discovered the mistake, but since they had cast their lot with a certain type of retailer, it took them a long time, sometimes years, to gain the recognition of the higher class of merchants, to whom they should have gone in the first place.

Getting the right sort of retailer is a fundamental in every campaign that should never be slighted. It is not consistent to strive to get an effective sales atmosphere into the advertising and then to spoil the impression of the advertising by putting the product on sale in a down-at-the-heels store.



Frankly, between you and me as regular people, I would say that I think you have the best advertising medium in the dental field.

James L. Lewis

Here is what Jim Lewis, advertising manager of A. P. de Sanno & Son, thinks about ORAL HYGIENE. He is using a full page in two colors as well as the inside back cover in each issue. And because Jim is not the only one we are now obliged to print a magazine 16 pages thicker than ever before. Advertisers who get results keep on using the magazine that delivers the goods. ORAL HYGIENE is carrying a greater volume of advertising than any other dental magazine in the world.

W. LINFORD SMITH, Publisher
Pittsburgh, Pa.

TWO PERSPECTIVES

A Reader-Elect

I note with interest your advertisement in this week's Printers' Ink regarding your new publication to be called Printers' Ink Monthly. If this magazine is anything like your weekly, please enter Albert Frank & Company for three subscriptions as follows:

Mr. Lloyd B. Myers, manager service department; Mr. Arthur J. Wisbauer, executive office; Mr. Robert Herman, service department; as well as a subscription for me personally, to be addressed to my home.

Yours sincerely,

FRANK JAMES RASCOVAR,
President

An Advertiser-Elect

It is more convenient to write than to telegraph. You have the order already, but, if you wish I will give it to you again. I am sure the special position you have selected for me will be entirely satisfactory, and the price you name of \$225 per month I consider reasonable for the service which I am sure you will render.

R. F. R. HUNTSMAN,
Brooklyn Standard Union

All preferred positions in Printers' Ink Monthly have been sold. Run of paper space is available with the privilege of running inserts if the advertiser desires.

Telegraph or write immediately for space reservation. Copy should reach us not later than September 10 for the October issue.

PRINTERS' INK

MONTHLY

ADVERTISING RATES

Full page, 7" x 10 $\frac{1}{4}$ ", 429 lines	- - - - -	\$180.00
Two-thirds page, 4 $\frac{5}{8}$ " x 10 $\frac{1}{4}$ ", 286 lines	- - - - -	130.00
One-third page, 2 $\frac{5}{8}$ " x 10 $\frac{1}{4}$ ", 143 lines	- - - - -	70.00
One-sixth page, 2 $\frac{5}{8}$ " x 5", 70 lines	- - - - -	35.00
One-twelfth page, 2 $\frac{5}{8}$ " x 2 $\frac{1}{2}$ ", 35 lines	- - - - -	17.50

INSERTS

Two pages, furnished complete by advertiser	- - -	\$360.00
Four pages, furnished complete by advertiser	- - -	720.00

(Full size of page 8 $\frac{1}{2}$ x 11 $\frac{3}{4}$)

Preferred position and color rates on request.

CLASSIFIED

Classified advertising, 50 cents a line, minimum 10 lines.

CLOSING DATES

First forms close September 10th for the October issue.

Final forms close on twentieth of month preceding date of publication. Publication date is first of every month.

PRINTERS' INK

MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue

New York City

BRANCH OFFICES

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

Canadian Office: Lumaden Building, Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Advertising Solicitor

To take entire charge of General Advertising Department for wellknown publication, the leading paper in its field.

Ready to pay the right man \$3,500 to \$4,000 plus commission.

This is a wide open chance for a young man of the right type to build himself a permanent business home.

Prior to your interview give us a brief outline of what you have done for yourself so far.

Address in strict confidence

**"L. A." Box 133, care
Printers' Ink.**



Again Smashes the Record—

The Sept. "Experimenter" with
18,757 Lines

of paid display advertising beats all previous high records by over 1,700 lines—the sixth record in one year.

Circulation over 115,000.

EXPERIMENTER PUBLISHING CO.
233 FULTON ST., NEW YORK CITY
Western Representative
J.B. FINUCAN, Hartford Bldg., Chicago

National Fruit Advertising Increases

AFTER twelve years' experience with the national advertising of citrus fruits the board of directors of the California Fruit Growers' Association has voted another large appropriation for the purpose of continuing that work.

The appropriation for advertising lemons and oranges is one-half million dollars. To this will be added about seventy-five thousand dollars for advertising Sun-kist Marmalade and ten thousand dollars for advertising Grapefruit.

The regular assessment of 2½ cents a box for orange advertising was continued with a fund of \$300,000 set aside. This amount assumes a crop of 30,000 carloads, but if the yield is larger the fund will automatically increase. The lemon assessment was increased from four to six cents a box with a fund of \$200,000 set aside. This appropriation also will increase automatically if the crop is so large that six cents a box will yield a larger amount. It would require 8,650 carloads of lemons shipped through the Exchange to yield \$200,000. The appropriations are subject to revision in case of climatic disaster.

Several months have been spent by the advertising department in preparing the schedules and budgets which were presented to the board in detail. The plans, which embody advertising and sales promotion work for the next fourteen months, call for an enlargement of the work with soda fountains, backed up by more advertising of lemonade and other citrus fruit drinks. There will also be an increase in the sales scout work, a larger distribution of display material and a resumption of most of the dealer service work which was abandoned during the war. The general publicity campaign will not be materially enlarged, except that there will be more advertisements for lemons.

THE ADVERTISING WEST

can be reached most economically by

Western Advertising

The only advertising journal published in a territory of 10 million people. Rates on application. A live, up-to-the-minute, handsomely printed, monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., *Publishers*, SAN FRANCISCO

Our 2nd Nationally Advertised Week

Will take place

October 6th to 11th, 1919

National Advertisers whose products we handle are invited to communicate with our Advertising Department for the purpose of arranging for demonstrations, distribution of samples and literature, window displays, etc.

There are no strings to this offer. We want NO money, all we ask is your co-operation. Please write at once.

Bannon Bros Co.

St. Paul, Minn.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders 3¼x6¼ in.	\$8.00
	Each additional thousand	2.50
1000	4-page Folders, 4x9 in.	10.00
	Each additional thousand	3.50
1000	4-page Folders, 6x9 in.	13.00
	Each additional thousand	4.50

FREE—our large package of samples
ERNEST A. FANTUS CO., *Printers*
525 So. Dearborn St., Chicago

George Seton Thompson Co.

Planning
Copy & Art
Printing
Mailing

{ Advertising
{ SERVICE

{ Booklets
{ Circulars
{ Catalogs
{ House Organs

122 West Polk Street, Chicago
Wabash 7316

"GIBBONS Knows CANADA"

EXTENSION MAGAZINE

CIRCULATION:

270,000 for September, 1919.

CIRCULATION:

35% in excess of guaranteed amount.

CIRCULATION:

In homes that is unique and valuable because hard to reach by any other advertising medium.

CIRCULATION:

That also reaches all the Catholic Institutions, impossible to reach by any better means.

Rate \$1.00 per agate line

EXTENSION MAGAZINE

Member of Audit Bureau of Circulations

General Offices:

223 W. Jackson Blvd., Chicago, Ill.

F. W. HARVEY, Jr.
General Manager

JAMES K. BOYD
Advertising Manager

Eastern Representatives:

LEE & WILLIAMSON, 381 Fourth Avenue, New York City

AUGUST MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR AUGUST(Exclusive of Publishers' own
advertising)

	Standard Size	Agate	
		Pages	Lines
Harper's Magazine	104	23,464	
World's Work	103	23,072	
Review of Reviews	97	21,840	
Scribner's	86	19,369	
Atlantic Monthly	71	16,045	
Century	58	13,030	
Munsey's	27	6,203	
St. Nicholas	25	5,753	
Wide World	18	4,076	
Bookman	8	1,973	

	Flat Size	Agate	
		Columns	Lines
American	264	37,853	
Cosmopolitan	216	30,947	
Red Book	176	25,183	
Metropolitan	121	20,667	
Sunset	136	19,453	
McClure's	112	19,126	
Motion Picture Magazine	103	14,731	
Photoplay	98	14,111	
Hearst's	76	13,001	
American Boy	63	12,740	
Everybody's	70	10,095	
Boys' Life	64	8,550	
Boys' Magazine	31	5,356	
Current Opinion	18	2,606	

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising)

		Agate	
		Columns	Lines
Vogue (2 issues)	452	71,655	
Ladies' Home Journal	230	46,046	
Harper's Bazar	220	36,989	
Pictorial Review	173	34,768	
Good Housekeeping	222	31,622	
Woman's Home Companion	155	31,032	
Delineator	122	24,458	
Designer	94	18,822	
Woman's Magazine	94	18,821	
McCall's	74	14,956	
People's Home Journal	56	11,420	
Modern Priscilla	67	11,374	
Mother's Magazine	50	8,500	
People's Popular Monthly	41	7,849	

In
September
Cosmopolitan
Frank R. Adams
Robert W.
Chambers
James Oliver
Curwood
Dana Gatlin
Rupert Hughes
Fannie Hurst
Basil King
Peter B. Kyne
Samuel Merwin
Gouverneur
Morris
Meredith
Nicholson
Arthur Somers
Roche
Albert Payson
Terhune
Ella Wheeler
Wilcox

One Paper Covers New Haven The New Haven Register

Daily Paid Circulation
Over 27,000

**Practically Double Any
Other New Haven Paper**

The major part of the advertising of New Haven merchants appears in the Register—They know the field.

Actual Advertising Lineage Carried by
New Haven Newspapers
First Six Months of 1919
REGISTER . . . 5,939,152
Union 2,790,012
Journal Courier 3,301,145
Times Leader 2,191,088
*80% More Advertising in the Register
Than in Any Other Paper*

The Register printed in this period in automobile and accessory advertising 155,138 lines more than its nearest competitor.

*Advertisers who have conducted
concentrated campaigns in the
Register have secured tremendous results.*

In New Haven—The Register Dominates

90% of Circulation Within 15 Miles of
City Hall

The Register Is Overwhelmingly Ahead

of all New Haven Papers in circulation and in advertising—It is the quantity and quality paper of New Haven. The paper with the prestige.

	Agate
	Columns Lines
Needlecraft Magazine	31 5,952
Green Book	41 5,935
Home Life	32 5,720
Today's Housewife	20 4,129

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRY- ING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
Motor	376 63,267
Motor Life	317 50,133
System	293 42,004
Popular Mechanics (page)	132 29,632
Country Life	156 26,208
Vanity Fair	157 24,828
Popular Science Monthly	108 16,525
Electrical Experimenter	110 16,229
Physical Culture	111 15,986
Field and Stream	100 14,436
National Sportsman	95 13,682
House and Garden	78 12,456
Theatre	71 12,027
Outers' Book-Recreation	75 10,819
Forest and Stream	65 9,604
Association Men	68 9,594
Outing	54 7,749
House Beautiful	43 6,773
Extension Magazine	29 4,727
Illustrated World (pages)	17 3,914
International Studio	28 3,881

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
MacLean's	177 31,098
Canadian Home Journal	84 16,865
Canadian Courier (2 July issues)	84 15,429
Canadian Magazine (pages)	52 11,648

VOLUME OF ADVERTISING IN JULY WEEKLIES

(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
July 1-7	
Saturday Evening Post	345 58,672
Literary Digest	193 29,378
Town & Country	113 19,132

The One Way to Progress —Through Knowledge

PEOPLE make progress only as fast as they become educated. If we could get everyone interested in any given question to sit down, thoroughly inform themselves about it and then make their decisions, many of our problems would be readily solved. But this cannot be done.

It is just so with your sales problems. If you could get the public to consider the merits of *your product only*, for even a short time, you would have many more buyers. But people won't do this.

Instead, they must become informed, little by little, as they have time for that purpose. The busier they are the longer it takes to make them act. If they are already prejudiced in favor of something else, so much the harder to win them over.

Their desire for your product increases in proportion to their knowledge about it, and no faster.

Any means to shorten this period of education deserves your consideration. There is a way to do it.

Get the name of your product, its merits and the reputation of your house before the public of to-morrow—the boys of to-day. And then hammer it in.



By advertising to the boy you are creating the maximum impression, at the age when he will remember it longest. You have reached him when he has no set notions to overcome but is just forming habits and ideas that will stick to the rest of his life. As a boy he does more reading than at any other period of his career. He has time to get acquainted with you. If you have made him familiar as a boy with your name, your product and your way of doing business, these things will stay with him, just as do other worthwhile impressions made at this age.

You can get at a class of these worth-while boys through **BOYS' LIFE**, the Boy Scouts' Magazine. They are a group who are following a definite program, that means hard work, to the end that they may be prepared for the duties of citizenship. They are just the type of boy you ought to know and who ought to know you.

You are not building for to-day but for the future. For this reason you should advertise to the man of to-morrow. He is the boy of to-day.

BOYS' LIFE is the only publication covering the Scout field.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

BOY SCOUTS OF AMERICA
Publishers

200 FIFTH AVE.,
NEW YORK

37 80. WABASH AVE.,
CHICAGO

	Columns	Agate Lines
Collier's	58	10,002
Life	69	9,748
Leslie's	45	7,714
Scientific American	35	5,974
Christian Herald	33	5,647
Outlook	25	3,691
Independent	19	2,724
Churchman	17	2,509
Youth's Companion	12	2,495
Judge	16	2,293
Nation	12	1,746

July 8-14

Saturday Evening Post	355	60,511
Literary Digest	206	31,444
Town & Country	115	19,425
Collier's	101	17,206
Leslie's	64	10,985
Scientific American	47	8,136
Life	43	6,122
Christian Herald	27	4,716
Outlook	31	4,588
Churchman	19	2,758
Nation	18	2,626
Independent	17	2,431
Youth's Companion	10	2,060
Judge	13	1,949

July 15-21

Saturday Evening Post	350	59,525
Literary Digest	167	25,442
Town & Country	98	16,475
Collier's	86	14,626
Scientific American	58	10,030
Leslie's	53	9,072
Outlook	30	4,493
Christian Herald	23	4,015
Independent	27	3,921
Life	27	3,840
Churchman	19	2,790
Judge	17	2,409
Nation	14	2,045
Youth's Companion	10	2,016

July 22-28

Saturday Evening Post	388	66,046
Literary Digest	170	25,898
Collier's	73	12,543
Leslie's	54	9,327
Scientific American	35	6,079
Outlook	38	5,586
Christian Herald	27	4,727
Independent	29	4,183
Life	29	4,083
Nation	26	3,772
Youth's Companion	9	1,944
Churchman	13	1,825
Judge	11	1,633

Agate
Columns Lines

July 29-31

Life	27	3,918
Outlook	16	2,400
Youth's Companion	3	681

Totals for July

Saturday Evening Post	244,754
Literary Digest	112,162
†Town & Country	55,032
Collier's	54,377
Leslie's	37,098
Scientific American	30,219
*Life	27,711
*Outlook	20,758
Christian Herald	19,105
Independent	13,259
Nation	10,189
Churchman	9,882
*Youth's Companion	9,196
Judge	8,284

* 5 issues. † 3 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	Columns	Agate Lines
1. Motor	376	63,267
2. Motor Life	317	50,133
3. Ladies' Home Journal	230	46,046
4. System	293	42,004
5. American	264	37,853
6. Harper's Bazar	220	36,989
7. Pictorial Review	173	34,768
8. Good Housekeeping	222	31,622
9. MacLean's	177	31,098
10. Woman's Home Companion	155	31,032
11. Cosmopolitan	216	30,947
12. Popular Mechanics (pages)	132	29,632
13. Country Life	156	26,208
14. Red Book	176	25,183
15. Vanity Fair	157	24,828
16. Delineator	122	24,458
17. Harper's Mag. (pages)	104	23,464
18. World's Work (pages)	103	23,072
19. Review of Reviews (pages)	97	21,840
20. Metropolitan	121	20,667
21. Sunset	136	19,453
22. Scribner's (pages)	86	19,369
23. McClure's	112	19,126
24. Designer	94	18,822
25. Woman's Mag.	94	18,821

Advertising's Pioneers

For years many advertisers have been cutting their way through the uncharted fields of publications, trying this one and that one and closely watching effects.

In some mediums they continue for years—in others they don't. In some they increase their space and in others they reduce it.

Why don't you benefit by this hard earned and costly experience in planning your campaigns? Some of them make the same kind of product or appeal to the same field that you do.

For seven years we have been checking and classifying all this advertising. We know who used space in the leading general, class and farm mediums and how much they used in any papers over any period of that time.

This data has been used for years by the leading advertisers, publishers and agencies who have learned the value of accurate, unbiased facts and experience in advertising.

It is available to you at a surprisingly low cost.

"Let Seven Years of Facts Guide You"

The Advertising Record Co.

Formerly The Washington Press

179 W. Washington St. - Chicago, Ill.

Telephone Main 1950

"PRINTERS' INK'S" FOUR-YEAR RECORD OF AUGUST ADVERTISING

GENERAL MAGAZINES

	1919	1918	1917	1916	Total
Cosmopolitan	\$30,947	\$20,694	\$22,951	21,645	96,237
American	\$37,853	\$21,401	\$19,380	\$11,823	90,457
Harper's Magazine	23,464	15,429	20,980	20,876	80,749
Review of Reviews	21,840	13,508	16,401	19,348	71,097
World's Work	23,072	11,319	13,889	19,264	67,544
Metropolitan	\$20,667	\$11,475	\$15,593	\$17,739	65,474
McClure's	\$19,126	\$9,443	\$16,240	\$19,578	64,387
Scribner's	19,369	11,401	14,371	14,615	59,756
Sunset	\$19,453	\$9,167	\$11,777	\$16,156	56,553
Red Book	\$25,183	\$15,025	7,090	9,184	56,482
Century	13,030	7,461	11,223	11,666	43,380
Hearst's	\$13,001	\$5,729	\$8,250	\$11,310	38,290
Everybody's	\$10,095	\$6,481	8,741	12,814	38,131
Atlantic Monthly	16,045	8,849	7,806	4,951	37,651
American Boy	12,740	7,700	8,715	7,751	36,906
Motion Picture Magazine.....	\$14,731	\$11,006	4,614	4,098	34,449
Photoplay	\$14,111	\$7,554	3,827	4,780	30,272
Boy's Life	8,550	4,927	6,389	4,904	24,770
Munsey's	6,203	3,729	4,240	8,858	23,030
St. Nicholas	5,753	5,362	6,531	5,063	22,709
Boys' Magazine	5,356	5,175	5,781	4,405	20,717
Current Opinion	\$2,606	\$2,174	\$6,065	\$4,284	15,129
‡Changed from standard to flat size.	363,195	215,009	240,854	255,112	1,074,170

WOMEN'S MAGAZINES

Vogue (2 issues).....	71,655	54,370	56,932	57,734	240,691
Ladies' Home Journal	46,046	33,332	29,034	21,959	130,371
Harper's Bazar	36,989	26,588	26,830	25,840	116,247
Good Housekeeping	\$31,622	\$22,359	\$21,845	15,471	91,297
Pictorial Review	34,768	17,010	17,987	12,400	82,165
Woman's Home Companion	31,032	15,531	18,572	14,357	79,492
Delineator	24,458	17,082	11,811	13,779	67,130
Woman's Magazine	18,821	14,723	10,392	12,312	56,248
Designer	18,822	14,683	10,325	12,269	56,099
McCall's Magazine	*14,956	*17,600	7,036	7,852	47,444
People's Home Journal.....	11,420	8,082	7,043	8,071	34,616
Modern Priscilla	11,374	7,005	4,958	7,412	30,749
Mother's Magazine	*8,500	4,022	4,635	5,268	22,425
Needlecraft Magazine	5,952	1,592	2,103	2,660	12,307
‡Changed from standard to flat size.	366,415	253,979	229,503	217,384	1,067,281
*New page size.					

CLASS MAGAZINES

System	\$42,004	\$32,032	\$28,176	21,952	124,164
Popular Mechanics	29,632	20,824	24,311	23,926	98,693
Vanity Fair	24,828	17,255	24,561	30,594	97,238
Country Life	26,208	16,812	21,049	23,276	87,345
Popular Science Monthly.....	\$16,525	14,070	16,093	14,886	61,574
Field and Stream.....	14,436	12,309	15,207	12,144	54,096
National Sportsman	\$13,682	8,028	9,170	10,528	41,408
Physical Culture	\$15,986	\$10,585	7,672	6,960	41,203
Theatre	12,027	7,818	8,358	9,812	38,015
House and Garden	12,456	7,373	9,839	8,278	37,946
Outing	\$7,749	\$7,733	6,818	6,888	29,188
House Beautiful	6,773	5,343	5,131	5,621	22,868
International Studio	3,881	4,798	4,223	4,721	17,623
‡Changed from standard to flat size.	226,187	164,980	180,608	179,586	751,361

WEEKLIES (4 July issues)

Saturday Evening Post.....	244,754	138,546	120,935	*130,227	634,462
Literary Digest	112,162	74,854	66,288	*63,460	316,764
Collier's	\$54,377	38,071	53,681	*65,217	211,346
Town & Country.....	\$55,032	\$34,145	\$40,494	\$33,981	163,652
Leslie's	37,098	26,983	25,365	22,974	112,420
Scientific American	\$30,219	26,013	19,994	*21,534	97,760
Life	*27,711	15,955	17,521	27,526	88,713
Outlook	*20,758	*17,855	24,214	18,966	81,793
Christian Herald	19,105	*12,837	11,671	16,506	60,119
*S issues. ‡3 issues.					
‡Smaller page size.	601,216	385,259	380,163	400,391	1,767,029

GRAND TOTALS 1,557,013 1,019,227 1,031,128 1,052,473 4,659,841

ST. NICHOLAS

"THE BEST LOVED MAGAZINE"
FOR BOYS AND GIRLS

ST. NICHOLAS circulation constantly increasing.
Looks like 70,000 net this Fall.

Advertising rate still \$150 per page.

More and more general advertisers accepting
ST. NICHOLAS service because of the unique
values offered.

If you are not advertising in ST. NICHOLAS, you
are overlooking a valuable market.

Ask those who have used ST. NICHOLAS—they
know.

Advertising forms for October (the first of the
three big Christmas issues) close September 1st.
Please get your copy in early.

Average age of ST. NICHOLAS readers—14 years.

A handwritten signature in cursive script, reading "Don M. Parker".

Advertising Director.

The Little Schoolmaster's Classroom

TRUST a watchmaker to find the silver lining! After apologies for poor service during the reign of calamity, a certain well known manufacturer of watches boldly announces "You Can Now Expect Good Service."

"Though it is going to be quite a task for a while," says he, "we have installed a ten-day schedule in our repair department. All watches sent to us for repair will be returned to you, or your customers, within ten days from the day we receive them. Or, if for any reason we cannot repair them within that time, new watches will be sent, and no extra charge will be made."

If the war cloud is really lifted, why should we continue to attribute bad service to the war? For the love of happiness and the peace of mind of all, wouldn't it be well to make a rule not to revert to the ancient excuses? Incidentally, such a rule would do much to set an entire organization thinking in the right direction. It takes time, perhaps, to reverse the excuse-making attitude, but as everyone knows the correct and only way to resume "is to resume," and advertising would help to let the public know that the old excuses have been demobilized.

* * *

This interesting bit from the cover of the Childs Restaurant menu is not, perhaps, to be regarded as a new item, but it is, nevertheless, worthy of consideration.

"Nebuchadnezzar First to Eat Salads, so says a salad devotee who can't understand why they thought the ancient king crazy because he 'ate grass.' The crisp green of a salad is appetite-coaxing even on the hottest day. Nowhere in Nature's wonderful storehouse are to be found such valuable mineral salts as in salad vegetables. Childs' salads are an enticing hot-weather delicacy—an

agreeable and important addition to a meal."

Going to the Bible for the text of a sermon in favor of salads may not be orthodox, but it suggests entertaining possibilities. If Nebuchadnezzar, browsing with the oxen, may be offered as a testimonial in support of the food value of salad, why not utilize Moses and his burnt offering when advertising lamb chops? Biblical references to pork do not lend themselves readily to such use as has been made of Nebuchadnezzar's feasts in the green pastures, but there are other sources from which recommendations may be drawn in favor of the hog. There is, for instance, Charles Lamb's Essay on Roast Pig. It may always be depended upon to create a craving for ham, bacon or fried tenderloin.

* * *

In Copenhagen, Denmark, the telephone was a competitor of the printed sheet in disseminating the news of the great military and political events which happened during the closing months of the war. And the peculiar thing about it is that the newspapers themselves gave the telephone service.

The inhabitant of Copenhagen has almost as many daily newspapers at his service as the New Yorker, but Copenhagen had so much sensational news to give to the world that the newspapers could not stand alone as a medium of giving that information to the people of that city.

Two of the newspapers, *Politiken* and *Berlingske Tidende*, started a telephone advice bureau.

A few minutes before nine o'clock every night the Copenhageners would leave his work or his pleasures; go to the telephone, and after asking for the advice bureau of his choice, would find himself along with thousands of other people waiting to hear one man speak.

Promptly at nine o'clock he

Things Are Wearing Out Fast

in the Lumber Manufacturing Industry. Never before have saw mills been pushed to such limits to produce. The demand for lumber is in excess of possible supply. The price is high enough to give the Lumber Manufacturer a fair return on his investment, something that he has enjoyed none too often in the past, but is not so high, proportionately, as the prices of most other commodities of comparable character.

These conditions spell prosperity and there is but one fly in the ointment: Labor is scarce and wages are very high. Production costs must be watched and pared wherever possible, or profits vanish over night. Labor saving equipment must be used wherever possible. Once such equipment was a matter of sentiment, of pride; now it is a matter of business life and death.

Under such circumstances, a made-to-order market awaits the manufacturer of any sort of mechanical or electrical equipment, any appliance, any line of supplies, that will help stimulate production or cut costs.

Some things won't sell in this industry and others will. We make it our business to know and to tell you—if you will ask us—which class includes your product. You can't advertise in **LUMBER** anything that is *not* salable in the Lumber Industry; you can't lose by advertising in its columns anything that is. Two editions reach the two sides of the field every week.

LUMBER

Publication Office *Eastern Executive Office*
Arcade Bldg., St. Louis, Mo. 243 West 39th St., N. Y. City

10,000 BUILDING MATERIAL DEALERS

are reached by a new magazine whose first issue was published without a name. See page 152, Printers' Ink, July 31.

Concrete-Cement Age Pub. Co.
New Telegraph Bldg. Detroit, Mich.

BUILDINGS

and BUILDING MANAGEMENT

Its readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.

City Hall Square Building, Chicago

Vulcanizer & Tire Dealer

Published Monthly by
CLASS PUBLICATIONS, INC.
418 South Market St., Chicago
Serving The Associated Vulcanizers and Tire
Dealers of The United States

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

**If You File Rate Cards
You Need
Barbour's Rate Sheets**

Write Us Today

538 South Clark Street, Chicago

Mail Order ADVERTISING

Have you sometimes felt that you might develop mail-order trade as an auxiliary line? Try us. We may counsel adversely. Or we may point the way to easy success. No charge for our opinion. Write, call or phone: 220 West 42nd St., Bryant 5907, New York City. 29 East Madison St., Central 5557, Chicago.

SCOTT & SCOTT

would hear a description of the latest events of the war, for a period of ten minutes or more. If a sufficient amount of sensational news had not been made public during the time which had passed since five o'clock (the hour when the last newspaper had been printed) until nine o'clock, then some well-known singer would entertain the population of Copenhagen at the other ends of the wire.

Who was it said people don't appreciate service?

* * *

A peculiarly strategic or advantageous location is often worth advertising. This is the way one house did it:

A well known firm of men's outfitters, in an Eastern city, recently opened a new store at No. 254 on a prominent shopping street. The firm decided that its first step would be to make this address thoroughly known. The problem was, how? There is nothing distinctive about the number 254; it is not a combination of figures calculated to impress themselves upon the public mind.

The firm finally solved the problem by an ingenious device. It resolved to associate the number of its new store with that thing which is apt to come closest to the customer's heart—the price. Therefore on a certain day it featured articles the price of which involved the use of the

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

figures 254. For example, all \$3 articles were sold at \$2.54. All \$30 suits and coats were sold at \$25.40. All \$100 garments were priced at \$92.54, and so on. Of course such price concessions involved considerable sacrifices, but the firm figured that the advertising received made up for them.

Herein lies the germ of an idea that can be used to advantage by others.

* * *

The danger of advertising in such a manner as to concentrate attention on the advertisement rather than on the goods to be sold was amusingly illustrated the other day in the sale of a famous stage beauty's effects. These goods were displayed in a centrally located salesroom. In the show window were placed photographs of the lady in striking costumes and somewhat daring poses. Mounted newspaper clippings related certain exploits and events connected with the beauty's career. Crowds were attracted and many persons entered to make inquiries, but they came in to ask if they could buy photographs of the actress like those in the windows. Other persons came in to ask about disputed details in connection with the lady's past. The picturesque poses and the interesting clippings soon disappeared from the window, and the Schoolmaster would risk a bet that the management saw the point, for thereafter the only advertising matter left in the windows was that which called attention to the goods.

* * *

The same defect may sometimes be noted in what is otherwise good advertising. An illustration may be made so striking or handsome as to distract attention from an advertiser's main purpose. It has already been told in PRINTERS' INK how the first advertising for a California fruit organization brought an undue amount of inquiries about California's climate and real estate. The principle, of course, does not apply to those devices that are distributed simply for general

ZEEN-YAH, O-H-I-O

XENIA, OHIO. In the heart of one of the greatest stock raising districts in the U. S. Reached ONLY and WHOLLY by the Evening Gazette and Morning Republican.

LOS ANGELES

EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION

127,773

Charter Member A. B. C.

ENGRAVING

MULTI-COLOR-WORK

from

ONE-COLOR-COPY

or

TWO-COLOR-WORK

from

ANY KIND OF COPY

to print on

ANY KIND OF STOCK

is guaranteed by

BOURGES

in the FLATIRON BUILDING

Phone Gramercy 536

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now
using

ROTOGRAVURE
INSERTS
*There must
be a reason*

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

Technical Sales Agent

I want the New York Agency for mechanical equipment which sells in amounts of hundreds or thousands of dollars per sale. Prefer power equipment. Formerly professional engineer. Would welcome a long missionary fight for articles of undoubted merit. Salary and commission. Address P. A. Box 129, Printers' Ink.



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6½c	per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

PRINTING

Real Service

The REFFES-SANDSON CO.
Printers of Color and Half-tone work
 214 EAST 34th STREET NEW YORK CITY
 PHONE MURRAY HILL 6-561-2

am

**AD^vantageous
vertising**

All Ways
The Arkenberg-Machen-Dowd Co.
 406 Madison Ave., Toledo
 14 E. Jackson Blvd., Chicago. 63 Park Row, New York

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO., INC.
 341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

publicity and for the strengthening of prestige, but after all, to paraphrase Shakespeare, "Selling is the thing."

Luxury Tax Need Not Cause Ill Feeling

Many persons who patronize the smaller soda-fountains, which do not have specially printed checks to take care of the luxury tax, have wondered if the Government really gets all the pennies it is supposed to receive from this source.

There is a drug store in Reno, Nev., that evidently had this in mind when it planned its system of tax collecting. The extra pennies demanded are dropped in a jar standing alongside the cash register in plain sight of customers. "This goes to Uncle Sam" is the wording on a card attached to the jar. This seems to answer any possible complaint from the soft drink purchasers who visit the store.

Why Indianapolis Should Get Convention, in 35 Words

Women members of the Indianapolis Advertising Club were given a chance to submit arguments as to why the 1920 convention of the A. A. C. should come to the Indiana metropolis, and that advanced by Miss Mary V. Coddington, buyer in the Victrola department of L. S. Ayres & Company, a local department store, was adjudged the winner by a committee appointed for the purpose.

"Indianapolis should have the 1920 convention," said Miss Coddington, "because more advertising men can get here in less time and at less cost and get more after they come, than in any other city on the Western hemisphere."

MICHIGAN

BUSINESS FARMING

Michigan's Greatest Farm Weekly

80,000 BUSINESS FARMERS 45¢ PER

Michigan has 210,000 farms and over
175,000 Farm Owners

Geo. M. Stetson, Pub. Mgr. Clemens, Mich.

Farm Paper Advertising or Business Manager

Valuable experience with agency and advertiser, as well with publications.

Successful record on promotion work, service to advertisers and selling space.

Good organizer, 35 years old, married, now employed.

Address, E. O., Box 130, 2 Printers' Ink

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Wanted—A high-class experienced space salesman who is desirous of bettering his position immediately. Preferably one who knows and appreciates the value of advertising to the child. Box 556, Printers' Ink.

WANTED

Good opportunity for Photo Retouchers. HOWARD-WESSION-COMPANY, Artists and Engravers, WORCESTER, MASS.

Wanted—Superintendent for fine plant in country town doing book and catalog work. 2 cylinders and 4 jobbers. Furnish references with first letter. Box 559, Printers' Ink.

Wanted—An able and experienced subscription manager for THE CUTLER PUBLICATIONS—SHOE AND LEATHER REPORTER, THE SHOE RETAILER, etc., at Boston headquarters. Address F. F. Cutler, 166 Essex Street, Boston.

Advertising agency requires efficient correspondent with capability handle records of outside representatives. Advertising experience not imperative if otherwise broad qualifications exist. Give age, particulars and starting salary. Opportunity for right person to develop successful career. Box 548, P. I.

PRINTING SALESMEN WANTED

Several men capable of selling high-class work. Liberal compensation for men of ability. Chances of advancement excellent. Apply after 10 A. M.

Victor Printing Co., Inc.,
23-25 Worth Street,
New York City.

Men of Force and Character Can Cash In On unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchant's Service, Dept. 1341 Diversey Pkwy., Chicago.

The Advertising Manager of a large New York retailing and manufacturing concern dealing in women's apparel requires the services of an assistant with some experience in advertising. Position includes, besides handling the general details of department, the purchase of paper, etc., for printing department.

Selection is not limited to a man, since a bright woman can handle the work satisfactorily.

Opportunity is good. Conditions are congenial.

State experience, age, salary and when you can start in. All correspondence confidential.

Box 562, Printers' Ink.

ARTIST WANTED

A position with a National Advertiser is now open to an artist familiar with black and white drawing as used in illustrating newspaper advertising. No amateur need apply. Send specimens of successful work with first letter, together with full details of present engagement, salary, experience, etc. Address P. O. Box 1227, Lowell, Mass.

SALES EXECUTIVE WANTED

Manufacturer of several nationally advertised lines looking for Sales Executive with both inside and outside experience. Must be capable of handling big business and organizing and directing a sales organization. Mail photograph, giving name and address, age, education, full business experience and salary expected. All correspondence confidential. Box 565, Printers' Ink.

ARTIST wanted to fill a position. Not a job. Our Art Department needs the services of a man who has creative ability, ambition, and experience. One who is versatile, handling commercial art in its various branches, i. e., lettering, layouts, color, black and white, etc. Salary commensurate with ability. If you are the right man communications will be held in strict confidence. Address V. N., P. O. Box 822, City Hall Station, New York City.

ARTIST

Young man thoroughly experienced in pen and ink and color work, sketches, layouts for cards, folders, booklets, etc.; one with previous photo-engraving or agency experience preferred.

Salary to start \$55.00 per week.

Excellent opportunity for advancement. Steady employment.

Send samples with application—same will be returned insured.

THE ADDRESS, 36 and 38 S. Paca St., Baltimore, Md.

Layout and Copy Man

Industrial publication offers an exceptional opportunity to a man who writes clean-cut advertising copy, and who can also letter and draw. The position is permanent according to ability to produce quality.

Address, Box 557, Printers' Ink

Solicitors wanted in large trade centres for export adv. medium. High-grade men only. 20% cash com. Large earning possibility. State particulars and references to secure attention. Box 568, P. I.

MANAGER

Exceptional opportunity for man 30-45 in executive position progressive N. Y. advertising agency. This is the position for the man who possesses capability of managing details, whose memory is good, who does not rely upon cigarettes for sustaining his vitality and who knows he is capable of doing bigger things. Give particulars (in strict confidence), stating starting salary desired. Box 560, P. I.

WANTED: Sales Manager, high-class office executive to direct advertising and sales both through traveling representatives and mail to distributors and dealers of a line of automotive specialties, including special bodies for motor cars and trucks. Annual sales approximately three million, unlimited possibilities. Your application will be treated in confidence, but you have permission to sign under assumed name. Give age, experience, qualifications, full particulars in first letter. Location middle west. Address Box 551, Printers' Ink.

MAIL ORDER MAN

Growing corporation, publishing business books and services, wants keen young man to take charge of its mail order department. Must be thoroughly familiar with preparation mailing lists, mailing of circulars, purchase of paper and printing, recording returns and mail order detail. Familiarity with our line and ability to write copy desirable. Unusual chance to take young mail order department and grow up with it. Moderate salary to start—the future is what you make it. Location: New York City. Box 570, Printers' Ink.

MISCELLANEOUS

BOOST YOUR SUBSCRIPTION LIST with original subscription-getting campaigns prepared by a circulation expert, adapted especially to your publication; no contests; subscriptions come on merit and "stick." Write today. Geo. Bucknam, Box 2792, Boston, Mass.

POSTAGE. The magazine that tells how to transact business by mail. A necessity in every business office. \$1.00 for six months. 25c. a copy. **POSTAGE.** 1 Madison Ave., New York

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beckman St.
New York City

Opportunity Now Exists for active business man or Sales Organization to buy controlling interest in small corporation—Phila. District—making Automobile Specialties. \$5,000 required. Box 561, P. I.

BAD DEBTS

Before writing off uncollectable accounts consult us. We have something of interest. Booklet free. Federal Adjustment Company 309 Broadway, New York.

FOR SALE

Monotype matrices, slightly used and in best condition. 72 to set, in the following sizes: 14, 18, 24, 30, 36 pt. of the following faces: 39, 64, 86, 88, 140, 141, 861, 891. 40 sets in all. Also 10 steel matrix cabinets, capacity 450 lbs. Address Box 545, care of Printers' Ink.

WE WANT

a suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep our \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 546, care Printers' Ink.

Sealed bids will be received until August 20th and then opened for the sale of "The Southern Merchant" of Atlanta, Ga., established 1901, published monthly and devoted to the grocery and general stores of the Southeast. Privilege reserved of rejecting any and all bids.

HAYNES MCFADDEN,
Commissioner,
Candler Bldg. Atlanta, Ga.

POSITIONS WANTED

ART + SELLING IDEAS

Can you use that rare bird, a highly trained artist with a successful business record? New York City desirable. Box 547, Printers' Ink.

Fashion Art Director of wide and successful experience, now located, desires to make change. Details will be furnished in interview by appointment. Box 553, Printers' Ink.

Export Managers—Attention

You need me. I am a living library of up-to-date information on foreign trade. Box 544, Printers' Ink.

A THINKER WITH A VALUE OF WORDS, a student of drama and literature seeks a position where his efforts as a worker will fit the job that lies waiting. Box 558, Printers' Ink.

EXPERIENCED PRODUCTION MAN. 23 years old, seeks position with growing agency. Convincing recommendations. Moderate salary to start. Box 564, Printers' Ink.

Crack Clothing Copy

Brilliant, resourceful writer exclusively of high-grade things for men. G. A. Dougherty, 53 W. 83d, New York City.

Advertising auditor and bookkeeper. Open for connection with large agency or advertiser. Ten years' active experience. Thoroughly conversant with advertising forms and methods. Address Box 552, Printers' Ink.

THE GERMANS COULDN'T GET ME YOU CAN

CAPTAIN—recently discharged—experienced copy and newspaper writer, editor military paper, seeks position with advertising house. Box 555, P. I.

A Circulation Manager who will conduct your Circulation Department in the right way wants to get in touch with you. Some newspaper needs such a man. It costs nothing to investigate. Address 554, care of Printers' Ink.

SPACE BUYER

Young man (24) with four years' experience as space buyer and assistant wishes similar connection with "live" agency. Excellent record. Salary secondary to opportunity. Box 563, P. I.

EXPERIENCED

Art director—copy writer—young, capable planning, buying, superintending, production and reproduction, best commercial art work. Writes clear, forceful, original copy—the kind that "gets across." Engraving house, studio, agency experience. 833 Peoples Gas Bldg., Chicago. Box 32, care of Printers' Ink.

A Sales Manager—and more

When a man is 38 years old and has for the past 15 years done work of an executive nature; when much of this time he has been sales manager and proved himself capable under difficult conditions; isn't that enough to arouse interest?

There are many other things about him that will interest anyone seeking a truly competent sales manager. Box 566, care of Printers' Ink.

AD. AND SALES EXECUTIVE

I wish I knew as much about Advertising and Merchandising as this man—who has distinguished himself in two difficult technical fields.

His work is head and shoulders above the rank and file.

He has *always* made good.

He has the hard work habit, enthusiasm and experience plus—but he's not "sot" in his ideas.

If you are seeking an advertising manager or a sales manager or a man broad enough to fill as manager of both departments I shall be glad to put you in touch with him.

Merwin B. Mascol, Business Manager, ORAL HYGIENE, Keenan Building, Pittsburgh, Pa.

Experienced representative with well-equipped Chicago office. Can handle good trade, export or general publication on commission. No advance necessary. Box 569, Printers' Ink.

ADVERTISING MAN—Over 10 years' exp. as editor, feature writer, adv. exp. covers agency and adv. mgrs. lines. Especially strong on sales letters and direct campaigns—planning and executing. Now working in Chicago. Box 31, P. I., 833 Peoples Gas Bldg., Chicago, Ill.

PUBLICITY MAN, wide awake, progressive and keen executive, married, age 26, varied career in office, magazine, theatrical and free lance writing and publicity. Formerly assistant editor of large magazine, now handling publicity for a prominent service, desires connection with publicity staff of Theatrical or Motion Picture Company in New York or vicinity. Box 550, P. I.

OPEN FOR A PROPOSITION

Sales and Advertising Manager and General Business Executive qualified by 15 years of the broadest experience to assume the heaviest responsibilities or to promote the most difficult enterprise.

Thoroughly familiar with every detail of Advertising Agency work, as well as of Advertising Management, Sales Promotion and Sales Management. Intimate knowledge of many varied lines of business.

Forceful writer. Original but practical thinker. Unlimited energy. Mature judgment. Unswerving loyalty. Age 32. Will go anywhere. "N. Y.," Box 567, P. I.

FOREIGN TRADE

YOU need these men if you wish to **REACH THE EUROPEAN MARKET** in the proper way.

THEY are business **MEN** of **HIGH CALIBRE**, one of them American, the other French. Between them they **SPEAK EIGHT LANGUAGES** and are **FULLY EQUIPPED** to **REPRESENT YOU**.

THEY have **AMPLE CAPITAL** to finance the advertising and sale of any high-class, trade-marked line in the European and Near Eastern market and have display and sales rooms in Paris, Constantinople and Casablanca.

THEY have excellent banking and commercial references

Box 549, Printers' Ink.

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Salient Facts of
Outdoor Advertising

Universal in its appeal.
Impressions are indelible.
Dignified in appearance.
Color values unlimited.
Co-operates with all other media.

Permanent in character.
Reiterative—a powerful factor.

Dominant in every sense.
Circulation value highest obtainable of any medium.

Flexibility—fits in with any sales plan.

Thos. G. Sack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

Clean "Medical" Copy Puts Tribune Ahead

For years The Chicago Tribune has trailed other Chicago papers in "medical" lineage. Year after year it ranked fifth or sixth in this classification, although first in almost all others.

Recently, however, the situation has been changing. Worthy "medical" copy is increasing more rapidly than "quack" stuff. Although The Chicago Tribune's rigid censorship has been in no way relaxed The Tribune ranked first in "medical" advertising in June, 1919, with 48,431 lines compared with 42,088 in the Journal, 41,004 in the American, 40,585 in the Herald-Examiner, and 10,041 in the News.

The fifteen leading "medical" advertisers in The Chicago Tribune in June were:

Marinello

Djer Kiss

K. D. X.

Scholl Foot Appliances

Pepsodent

Cadum

Resinol

Nestle's Food

Cutex

Freezone

Pompeian

Lysol

Pebeco

Tiz

Mulsified Coconut Oil

All but three of the above placed more advertising in The Chicago Tribune than in any other Chicago paper during June, 1919.

Observe that not one of them offers an internal remedy. "Toilet preparations" would be a better title than the outworn name "medical."

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising will be sent free to any agency, manufacturer or selling organization if requested on business stationery